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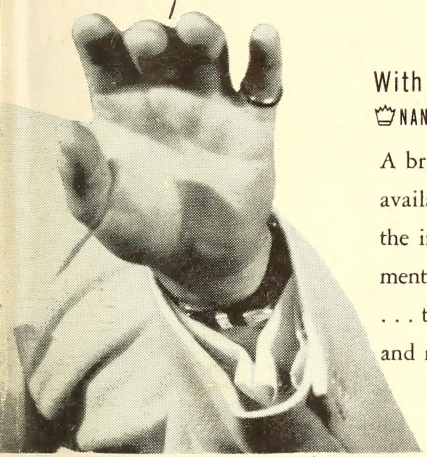
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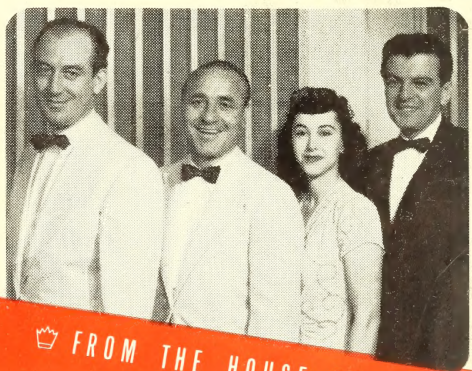
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THE 1947 RADIO ANNUAL

Edited by

JACK ALICOATE

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For Radio, the first year of peace has once again opened the dynamic door for additional unselfish contribution to the culture, entertainment and education of not only our own, but the countless millions of the entire world.

Effervescent and sparkling are bright new facets of Television and FM. The eleven hundred pages that follow, to which the entire industry has enthusiastically contributed, tell a complete story. Our sincere thanks to all.

This is the 10th anniversary of both RADIO DAILY and RADIO ANNUAL. This book is constantly in preparation. Each year, we have the opportunity of making it bigger and better. That's why we get such a kick out of doing so.

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Editor

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FOR:

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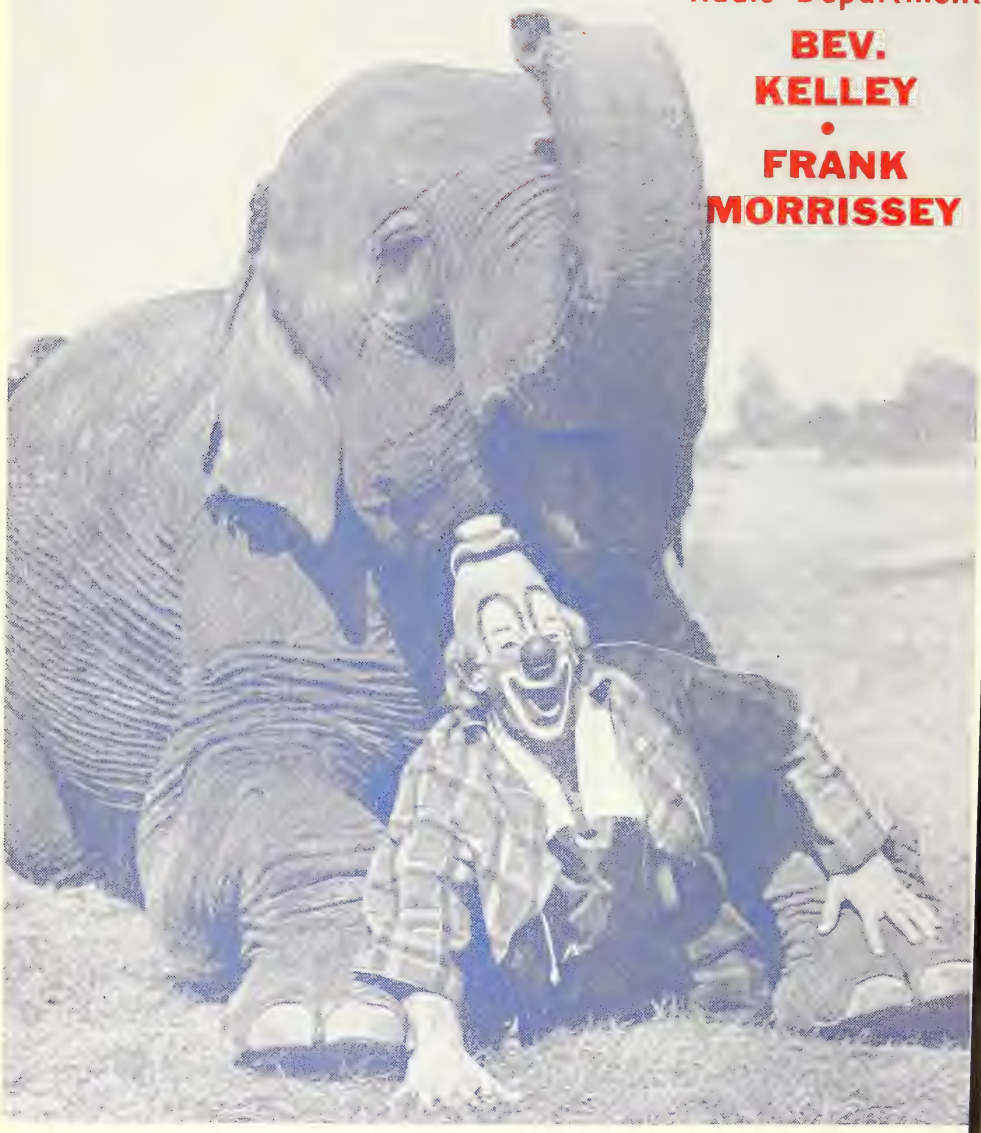
Greetings from **RINGLING BROS. and BARNUM & BAILEY CIRCUS . . .**

Radio Department

BEV. KELLEY

•

FRANK MORRISSEY



THE GREATEST SHOW ON EARTH

RADIO'S YEAR OF EXPANSION

SETS THE 1947 PATTERN OF INCREASED MOMENTUM

By CHARLES R. DENNY
Chairman
Federal Communications Commission



WITH wartime fetters removed, radio in 1946 chalked up a year of unprecedented activity and expansion in its many phases, and 1947 gives every promise of appropriate follow-up acceleration.

The development in aural and visual broadcasting, as well as in other radio services, will provide the nation with the most extensive array of program and communications facilities in history. Establshed rado facilities, busy with the improvement and expansion of their outlets, were joined by hundreds of newcomers during the past twelve months.

Frequency modulation and television, newest members of the broadcast family, made significant strides as grants were issued and as station construction and set production were stepped up.

The Commission's report, "Public Service Responsibility of Broadcast Licensees," unanimously adopted last March, inaugurated a policy of a more detailed review of broadcast station performance in passing upon applications.

During 1946, the Commission began hearings incident to determining what changes, if any, should be made in the present method of allocating "clear channels" in the standard broadcast band.

The post-war impetus given to FM indicates that this new type of broadcasting will make great progress within the next few years.

Following public hearings, the Commission withheld, until June 30, 1947, the assignment of one out of every five Class B FM-channels tentatively allocated for various areas. The purpose of this reservation is to safeguard equitable distribution of FM frequencies, offer opportunities to newcomers and, at the same time, prevent monopolistic tendencies.

Television moved out of the blueprint stage and into the construction phase. A hearing was scheduled in December, 1946, to obtain information on the status and possibility of adding color to commercial television operation.

The Commission, fully conscious of its responsibility to encourage the orderly expansion of the complex radio art, looks forward to 1947 as a year in which more complete and adequate services will be available.

Broadcasting will continue to be unsurpassed in its ability to serve the American people through the dissemination of information, education, culture and entertainment. Broadcasters will continue to have a great responsibility to see that the technical resources at their disposal are matched by an awareness of the public interest, imagination and courage on the programming side.

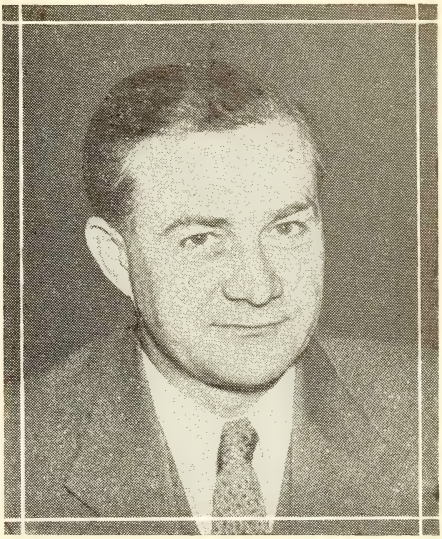
For Complete FCC Personnel Please Turn To Page 229



GUY LOMBARDO

1947-THE YEAR OF DECISION

FOR THE INDUSTRY'S PRACTICES-PROBLEMS



By JUSTIN MILLER

President

National Association of Broadcasters

THE NAB looks forward to 1947 as the year of decision in many of the radio industry's practices and problems.

New legislation, a new NAB Standards of Practice and new standards of program performance, spear-headed by the establishment of the NAB's new Program Department, are the top items of a full agenda.

In the field of legislation, I have recommended (1) that renewals of licenses should be automatic except when the Commission protests that the licensee has not been performing in the public interest; (2) that revocation and renewal upon protest of the Commission should be triable in a Federal District Court with a fair hearing and the usual guarantees of a fair hearing in a Court instead of in an administrative hearing which proceeds without those guarantees and without an opportunity for appeal except on the grounds of law.

I would make the FCC a party complainant in such cases; (3) that to the extent the discretion of the licensee is withheld from him, as in political broadcasts, his liability for libel and other penalties should be removed; (4) that the scope of Judicial review of the Commission's decisions be enlarged, whether there is an aggrieved person or not, to cover the interpretations of its (the Commission's) power in cases in which decisions themselves are not adverse to anyone but in which opinions are written having the effect of regulations.

I would, also, enlarge the scope of Judicial review to permit an appeal by any citizen where freedom of speech is abridge; (5) that the scope of the free speech limitation be made explicit. If it isn't sufficiently plain in the Act as it stands, then Congress should write it in terms which no one can misunderstand. There should be an express repudiation of the "scarcity doctrine" as a limitation upon freedom of speech; and (6) that, in order to avoid any indirect attack upon freedom of speech, Congress provide expressly that the Federal Communications Commission shall have no supervision over program content or the business structure of radio stations.

With respect to the new Standards of Practice, the full membership of the NAB, at its last meeting in Chicago, cleared the way for quick and effective action by ratifying a by-law giving to the Board of Directors of NAB the power to formulate Standards of Practice and provide means for their observance. NAB's new Standards of Practice Committee has been appointed and will hold its first meeting in February or March and, working directly with the NAB Board and with headquarters staff, it will immediately begin to formulate policies which will guide the broadcaster and protect the listener. The new Program Department will seek, also, to establish even higher standards of program performance and program practices and to encourage experimentation in the limitless field of new program ideas and techniques.

For Complete NAB Section and Personnel Please Turn to Page 234

LUCKY STRIKE

Presents

Every Sunday Over NBC — 7 P. M.—E.S.T.

JACK BENNY

His Cast

MARY LIVINGSTONE
ROCHESTER
PHIL HARRIS
DENNIS DAY
DON WILSON

Written by

SAM PERRIN
MILTON JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

1947 POTENTIALITIES GREAT

By **FRANK BURKE**, *Editor, RADIO DAILY*

RADIO can't miss in 1947 if the industry makes use of its great potentialities. Station expansion in the AM, FM and television fields, an unprecedented market for receivers and the many new sponsors in prospect for commercial radio are just a few of the signs that forecast prosperity during the new year.



Frank Burke

In the AM—standard station field — there are 1,064 stations of record today with the Federal Communications Commission and a total of 890 applications for new and changed stations awaiting processing. In addition, the Commission reveals, that there were 532 AM grants during the calendar year and that most of these stations are still in the process of construction. Last year at this time there were 1,027 AM stations on the air.

The FM station prospects for 1947 are bright. FCC Chairman Charles Denny predicted recently that more than 700 FM stations will be on the air before the end of the year. On Jan. 1, 136 FM stations were of record at the Commission and 500 applications were awaiting processing.

Television stations are expected to increase in number during this year. On January 1 there were nine video stations operating, 46 grants and 19 applications pending. A spokesman for the FCC predicted that construction would get under way on 100 tele stations during the new year. Among those in prospect are stations in Buffalo, Detroit, Chicago, St. Louis, St. Paul, Los Angeles, Baltimore, Boston and Philadelphia.

Other trends in the expanding electronic industry has been stepped up, production schedules in the radio, television and facsimile receiver fields. While production in radio and television receivers during 1946 were limited largely to table models the year coming will see expanding stocks of all-purpose console receivers and combinations of radio-phonographs.

Organizational Expansion

Industry organizations took on added importance as the year 1947 got under way. The National Association of Broadcasters, which in 1940 had a membership of 536 at the San Francisco convention, announced during their January board meeting on the coast that membership now totals 1,169. Another important organizational trend was the formation of the Frequency Modulation Association in Washington with a charter membership of 250 FM broadcasters interested in the development and exploitation of the FM field. The Radio Manufacturers Association is also playing a vital role in the industry expansion with stepped-up plans for manufacturing, merchandising and promotion. In New York, the Institute of Radio Engineers announced approximately 7,000 in attendance, and unprecedented buying of new equipment at their March meeting and exposition.

Webs and Stations Active

Networks and stations throughout the country have buckled down to creative selling in a market which bids fair to become highly competitive as the year progresses. One trend noted in commercial programming with the advent of the new year is the growing emphasis put on co-operative programming with the major networks as well as independents going after the business. Notable among the new co-op shows is "America's Town Meeting of the Air," on ABC; Fulton Lewis on Mutual; Red Barber's sports show on CBS and NBC's "World News Roundup." Platter spinners continued to garner local business on stations throughout the nation and the husband-and-wife gossip shows were thriving in cities such as New York, Chicago and Los Angeles.

On the labor-management front the most important developments was the AFRA-Webs negotiations for new artists' contracts, the Government's appeal of the Federal court decision favoring James C. Petrillo and AFM who were prosecuted under the Lea Act, and the settlement of strikes which involved IBEW groups in several cities.

Growing emphasis on the importance of public relations was also a development as 1947 got under way. The NAB board meeting in San Francisco, gave President Justin Miller broad powers.

THANKS A MILLION . . . for helping us raise over five million Christmas Gifts for disabled War Veterans.



EDDIE CANTOR

"I Love To Spend Each Thursday With You"

10:30 P.M., E.S.T. — N B C

FOR PABST BLUE RIBBON BEER

TEN OUTSTANDING RADIO NEWS EVENTS OF 1946

1. Operations Crossroads—Bikini atom bomb test by the Navy.

•

2. Paris Peace Conference—Secretary Byrnes-Molotov tiff.

•

3. UN General Assembly and Council Meetings, New York and London.

•

4. Wallace resigns from Cabinet—GOP victory at the polls.

•

5. Food, and the fight on inflation, ups and downs of the finally-defeated OPA.

•

6. Strikes, railroad and coal, automobile and maritime, with Government defied by John L. Lewis.

•

7. New war threat as Yugoslavia shoots down American planes.

•

8. Nuremberg war crime trials and subsequent executions.

•

9. Transatlantic and domestic air disasters, notably Empire State and Wall Street building crashes—Army-Navy long distance air flights.

•

10. Country's worst hotel fire which gutted the Winecoff Hotel, Atlanta.

Outstanding Broadcasts

Executions of Nazi war criminals—Suicide of Goering, pooled broadcast by Arthur Gaeth.

ABC's four-part broadcast of John Hersey's "Hiroshima."

Network pickups of Bikini atomic bomb explosions.

MBS' broadcast of Ickes' final press conference as Secretary of the Interior.

National Air Races from Cleveland (CBS).

Radar to the moon experiment from Belmar, N. J. (WOR).

Special Xmas Programs on 700 Stations for hospitalized veterans, sponsored by RADIO DAILY in collaboration with the Veterans Bureau.



NEW YORK OFFICE—1650 BROADWAY

FREE RADIO AND FREE SPEECH

By M. H. SHAPIRO, *Managing Editor, RADIO DAILY*

TAKING into consideration some specific programs one heard during the past year, it begins to seem as though the broadcasting industry is developing an Achilles heel, self-made, purely through a desire to lean backward in seeing to it that free speech remains unimpaired. Particularly pampered in this respect were those who attacked radio, its programs, and style of living, as it were.



M. H. Shapiro

Chronologically speaking, three books apparently started something. There emerged the FCC's "Blue Book"; Siepmann's "Radio's Second Chance," and Wakeman's "The Hucksters." Concurrently the press agents got busy, even organizations like the American Civil Liberties Union (and their press agent). Radio was suddenly flooded with discussions, and the regular commercial and sustaining forums brought forth authors (or vice versa), pro and con sitters-in, and the industry mostly began to take it on the chin. To the average listener, it appeared that radio from then on accepted the negative while the attackers placed themselves in the light of being on the affirmative side.

●

Radio's only recompense appeared to be the faint cry in the midst of these programs in question: "See, if this weren't a free country and radio wasn't free, you couldn't be on here razzing the dickens out of us. Isn't it better this way?" Which is the obvious and must be known to a great many American people by now.

What radio did during the war, and even before that, in preparing the nation for it; what it is doing now in the way of contributing millions of dollars worth of free time and energy on the part of its executives and staff; its help to the government in the reconversion task and various other contributions to governmental needs apparently is taken for granted. There are numerous other laudable phases of radio as millions of listeners will attest.

●

Yet, during course of the forums et al. none of the good radio programs came up for discussion.

Next phase was the disposition of network heads to issue words of warning regarding too highly commercialized radio. At least one network series sought to analyze the situation with a view toward learned people having their say and presenting the picture from an impartial standpoint. And one might ask, who listened? Not so many of the people who squawked about radio's shortcomings. It is indicated that the so-called squawkers were listening to the commercial program on another network—at least the vast majority of the listeners preferred the commercial show to one intended to be constructive for their benefit.

So much for the good intentions of the broadcaster. He did what he thought was the right thing; John Q. Public did what he thought right—he preferred the commercial show, or which he at least considered the more entertaining. Thus John Q. contradicts himself and repudiates his champions for better and less commercial radio.

●

Could it be that radio suffers on many an occasion from an inferiority complex? One that stems from the fact that there is an FCC—a Government agency which licenses it. John Q. is sure he has a stake in the industry, overlooking private investment at the same time. His stake, in so far as governmental expenditure is concerned, is no greater than that invested by way of second-class post office privileges accorded newspapers and periodicals. No one would want to revoke this subsidy because fewer people could then afford newspapers and periodicals received by mail. Illiteracy would mount, something not desirable in a democracy.

●

Radio must and can free itself from such a complex, if that is the term. It can educate listeners to the fact that selectivity is up to themselves. Eventually his choosing will determine the future course of radio, commercial or otherwise.

For Complete Listing Of Commercial Programs On Major Networks See Page 89


HOPE
1938-1947
PEPSODENT PROGRAM
PARAMOUNT PICTURES

THE OUTSTANDING TELEVISION EVENTS OF 1946

Television broadcast of Louis-Conn heavyweight championship bout at Yankee Stadium. Event was aired via coaxial cable in five major Eastern cities.

•

Opening of the first television network on Feb. 12 and telecast of Lincoln's Birthday ceremonies from Washington to New York.

•

Du Mont-Wanamaker studios,—world's largest—opened on April 15 with a web broadcast between New York and Washington.

•

Television plays a vital role in the atom bomb tests at Bikini.

•

CBS demonstrates its mechanical system of color television.

•

Television Broadcasters Association Convention in New York points to official beginning of the industrial on a major scale.

•

Charles R. Denny, FCC chairman, predicts 100 video stations will be on the air by the end of 1947.

•

First telecast from the halls of Congress; first telecast of a Presidential address to opening joint-session of Congress.

•

BBC resumes television service for the first time since 1939.

•

Demonstration of air-borne television by RCA-U. S. Navy in Washington.

•

RCA demonstrates its system of all-electronic color.

•

Television covers first major world peace-parley—UN Security Council at Hunter College, New York City.

For Year Book of Television—100 pages—Please Turn To Page 985

EDGAR BERGEN

"CHARLIE McCARTHY"

"MORTIMER SNERD"

Beginning Their Tenth Season. . . .

THE CHASE AND SANBORN HOUR

Sundays . . . over NBC

Soon . . .

in

Walt Disney's

"FUN AND FANCY FREE"

THE KEYS TO PROGRESS IN '47

By BRIG. GENERAL DAVID SARNOFF, *President, RCA*



David Sarnoff

THE uncertainties, largely related to shortages of raw materials and other industrial deterrents, which cloud the horizon of the New Year, must be cleared without delay to avoid economic paralysis. If industrial unrest is ended and the flow of basic components is increased, 1947 holds promise of being America's first major television year, for science has equipped that great new industry to move forward as a service to the public. Furthermore, trade estimates indicate a large replacement market for radio sets and radio tubes which were in service throughout the war. In addition, a potential market for radio-phonographs and television receivers exists in the 7 to 10 million homes which may be built during the next ten years.

●

Television in 1947 can make big strides in taking its place alongside the older arts, and in many instances visual communication can give them new and modern import. Although the television camera already has scanned national political conventions and presidential candidates, it will be ready to play its first big role in the 1948 campaign. That year will be to television what 1924 was to broadcasting, when Coolidge, Davis, Dawes, Cox, Bryan and other orators picked up the microphone for the first time in a national campaign and marveled at its ability to reach the people. Political techniques were vastly changed in that era of the headphones and gooseneck loudspeaker horns. Similarly, in 1947, television will be studied as a new factor in politics as plans are laid for the '48 campaign of radio sound and sight. In 1948, it may be expected that in the United States there will be several hundred thousand television equipped homes.

●

Increased activity among the broadcasters in television programming during 1946 revealed that the showmen are prepared to present an interesting variety of entertainment, newsreels and sports events. Their technique in the operation of new cameras has attested that they are on the mark and ready to go! They now have mobile camera-equipped television trucks to relay on-the-scene programs by short-waves to the main transmitters. New York is the television capital of the world—the center of this great new medium of entertainment, which will expand through networking across the country from city to city and from state to state—and finally nation-wide.

On October 30, RCA Laboratories demonstrated for the first time in history, clear, flickerless, all-electronic color television. And it was accomplished without moving parts. It was done all-electronically by means of electron tubes and electron beams "painting" pictures in colors. The pictures were viewed on a 15 x 20 inch screen.

●

The realization of this universal system of television, which transmits and receives both color and black-and-white pictures with equal quality, is as far-reaching as was the creation of an all-electronic television system which supplanted the mechanical discs used in black-and-white television when it first began.

The new RCA electronic color television system, which contributes to the television leadership of our country, will be available to the entire radio industry. The initial demonstration firmly established the basic principle; it will be followed in 1947 by the transmission and reception of color pictures in motion, then outdoor scenes and finally, in 1948, electronic color television on large-size theatre screens.

●

Sensitized by wartime research and development, television's electronic eye now rivals the human eye in what it is able to see. Performance of the RCA Image Orthicon television camera during 1946 greatly advanced the art and proved that television no longer needs brilliant lighting; it can see whatever the eye can see in twilight, moonlight, candlelight, and even go a step further and see in "black light," or infra-red, to which the human eye does not respond.

(Please See Page 59)



JOAN DAVIS

Starring On The
"JOAN DAVIS SHOW"

For

"SWAN SOAP"
CBS—8:30 P.M. (E.S.T.), Every Monday Night

A. W. B. EXTENDS ITS INFLUENCE

By **ALMA KITCHELL**, *President, Assn. of Women Broadcasters of NAB*



Alma Kitchell

THE year 1947 finds the Association of Women Broadcasters of NAB ready and eager to meet the challenge of a new year, while reviewing a record of marked progress during the previous twelve months.

With the conclusion of the war and resumption of normal traveling facilities which made possible district and national meetings, the women broadcasters became increasingly aware of the benefits to be derived from membership in our Association. The roll, as of January 1st, includes the names of 1026 active and associate members on approximately 500 NAB stations in 350 cities and in allied fields. With the further cooperation of station managers, that number will grow.

While the Association was originally conceived and organized by a group of women on the air, and has thus far found its greatest strength within the ranks of program directors and commentators, there is a definite indication that its scope and influence is constantly broadening. For that reason, a change of name was voted upon and passed during 1946. The present year will bring an improvement and an expansion in the benefits which will accrue to all members, both active and associate.

●

Patterned after the parent Association's division into seventeen districts, A.W.B. has profited by a number of regional meetings arranged by district chairmen and national officers. The practical help which such program clinics have proved to be and the recognition which several State Governors have given by their attendance insures an extension of them. It is expected that during 1947, each district will hold at least one such meeting.

Plans are well under way for the Annual Convention to be held in New York City, March 7, 8, 9, when new horizons for women in the broadcasting industry will be explored.

There are many concrete evidences of the value of the Association to its members. It has brought inspiration and help through united effort toward common objectives; through the exchange of ideas for the improvement of program service; through a broader knowledge of radio's over-all purposes and problems; through the interpretation of the changing function of the woman broadcaster; and through the recognition accorded our group by national, state, civic, and private agencies for important help rendered during the war and since.

●

There are also many signs of its value to the Industry. Through Dorothy Lewis, N.A.B.'s Co-ordinator of Listener Activity and Vice-President of A.W.B., important information has been channelled from N.A.B., also from Government agencies, and national women's organizations and others. It has developed patterns for the celebration of National Radio Week, and played no small part in that event by conducting a national contest via women's programs on the topic—"What I Think About Radio." It has been cited in a public ceremony at the White House by Herbert Hoover for its significant role in the success of the food emergency campaign. It has advanced in three rapidly developing areas of influence other than through the established channel of the microphone.

●

A.W.B., collaborating with some 125 major national organizations which total 40,000,000 members; participating in college and university conferences; and cooperating with Radio Councils wherever established, is becoming the feminine voice which serves the larger purpose.

A.W.B. is the means by which its members in the majority of radio stations in the United States may benefit from the studies, surveys and technics being developed by N.A.B. for the improvement of radio in this country. It is also the channel through which they can implement their interest, their talents, and their experience; thereby giving greater significance to their contribution to the American system of broadcasting.

Bud Lou

ABBOTT *and* COSTELLO



On The Air

Thursdays—NBC

For CAMEL CIGARETTES

★

On The Screen in

UNIVERSAL-INTERNATIONAL PICTURES

★

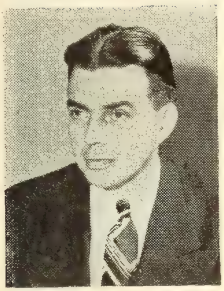
Exclusive Management

EDWARD SHERMAN

New York Philadelphia Hollywood

BMB COMPLETES FIRST STUDY

By JOHN K. CHURCHILL, *Director of Research, BMB.*



John K. Churchill

THE number of families that listen to a radio station—its total audience—is basic information. Yet until the formation of BMB no definition of a station's audience was universally agreed upon by the Radio Industry and naturally no measurement of that audience had ever been made on a uniform basis for all stations. BMB's first contribution to this radio research problem was a definition of a station's total audience acceptable to broadcasters, advertisers and agencies alike. Simplified and stated briefly the BMB definition is: The total number of radio families that, without undue aids to recall, report that some member of the family listens to the station at least once a week—separately for daytime (before dark) and for nighttime (after dark).

Why does BMB use "once a week" as a criterion for determining whether a family is a member of a station's total audience? Because radio uses the weekly programming cycle. True, some programs recur more frequently, but the station's complete program cycle covers an entire week.

●

And since a station's listeners are those who tune to specific programs, those who listen to any of the week's programs must be included in the total audience.

BMB does not imply that the average listener to one station hears as many programs on that station as the average listener to another. One station may enjoy more days per week or hours per day of listening by the average member of its audience than another station. Any definition finer than the complete cycle would require evaluation of the significance to any particular advertiser of the amount of listening. Such an evaluation enters a different field of measurement.

Having defined Station Audience BMB next determined the time of measurement. March (1946) was selected as the better of the two months in the year when the change in signal characteristics from day to night coincided most closely with the change from daytime to nighttime programming. Daytime and nighttime audiences were to be measured separately because station reception varies day and night and because audiences reflect differences between daytime and nighttime programming.

●

The method by which station audience is measured is dictated largely by the size and complexity of the required reports. The location of each station's audience is as important as the number of its listeners. In order to measure simultaneously 3,000 counties and approximately 1,000 cities, BMB used controlled mail balloting. Over a half-million radio ballots were mailed to representative families in every urban, village and farm population group in every county in the U. S. By a system of intensive follow-up and premiums, answers were received from two-thirds of the U. S. sample—nationwide—with at least 50 per cent replying in any reported group.

Because station audiences are reported for each of some 4,000 places, it is necessary to place certain statistical safeguards in the published findings. Station audiences are therefore limited to counties and measured cities in which 10 per cent or more of the radio families report listening to the nation. Fortunately this 10 per cent lower limit eliminates all "fringe" listening, yet includes all concentrations of listening of significant commercial value based on the experience to date of broadcaster, advertiser and advertiser representatives on the BMB committees. BMB has reported station audience in two forms:

●

For the benefit of those seeking complete audience information on particular stations, the Station Audience Reports and Reprints list the counties and cities served by the individual station alphabetically by city and county, together with the number of day and night listening families and the per cent of total radio families in each place comprising those audiences.

For the benefit of report users seeking similar information for any and all stations by market, this same information is published in the BMB Audience Area Report for over 700 subscribing stations as of publication date.



On the air Wednesday nights this year, so am available for weekend parties. Have nice social manner, dance divinely, do card tricks, carry liquor well, have my own tennis racket with accompanying blue and white striped blazer, and can double on the ukelele.

E. ARCHIBALD GARDNER

TELE'S FIRST MAJOR YEAR—1947

By J. R. POPPELE, *Pres. Television Broadcasters Assn., Inc.*



J. R. Poppele

IT is much easier—and certainly much less hazardous—to review a year's activity than to attempt to portend the future. This is particularly true in television where so many factors have to be considered.

Be that as it may, there is every indication currently prevailing that the television industry is about to experience its first major year of activity. The foundation for such an assumption was laid in 1946, and unless unforeseen situations arise which might upset the applecart, television will be well on the way toward its ultimate and inevitable goal of national service in 1947.

STATIONS: During 1946, the Federal Communications Commission granted 47 construction permits for new commercial television stations in 22 of the nation's most populous states. Add to this figure the six commercial television stations now operating, as well as additional permits issued since January 1, and one realizes that potentially, at least, the television industry should be going great guns within the next 12 or 18 months.

●

TRANSMITTING EQUIPMENT: Bottleneck of television station expansion in 1946 was the paucity of television transmitting equipment deliveries. It has taken the television industry more time to tool up for production than other industries. The reason is simple: television manufacture is starting from scratch; there are no moulds or dies or previous know-how to make a resumption of manufacture a relatively simple procedure.

●

RECEIVERS: Production of television receivers during 1946 lagged for the same reason that new transmitters failed to leave production lines in appreciable quantity. During the latter quarter of 1946, three companies were beginning to step up television set production. On the basis of present information, it is safe to say that by the end of the second quarter of 1947, television receivers in large numbers should be moving out of at least six manufacturing plants in to the hands of the consumer. The potential market for receivers is immense. Granting normal manufacturing conditions, 250,000 to 400,000 television sets should be available before the end of this year.

●

PROGRAMMING: Television programming, which in the past has failed to keep pace with technical excellence of equipment, should begin to come into its own during 1947. Marked improvements in techniques were evident during the past year and the know-how of production, which comes only with experience, is definitely manifesting itself. Thanks to the wonderful image orthicon, the scope of television programming has been vastly expanded. Remote pick-ups at various scenes of activity—indoor and outdoor—were increasing during the past year and will become even more elaborate this year.

●

COMMERCIALS: The national advertiser's interest in television "perked up" perceptibly during the past year, this despite the fact that the number of receivers remained relatively few. The reason, of course, is obvious. Television offers the advertiser a potential service unequalled in any other media, and he wants to know more about it; be ready for the day when his television audience will equal, if not exceed, that of radio or newspaper circulation.

●

NETWORKS: Television's commercial success depends largely upon the ability of the industry to network programs. The Washington-to-New York coaxial cable link was set into operation by the American Telephone & Telegraph Company last year and announcement was made that the nation-wide coaxial cable program, which was expected to take five to seven years to complete, will, in fact, be compressed into a three-year period. Commercial programming between stations in New York and Philadelphia was inaugurated on a network basis last year. Surely before the end of 1947, the Boston-to-New York radio relay of A. T. & T. will be operating, providing programs between Boston and Washington, via cable and relay.

For Television Complete—Please Turn To Page 985

KAY KYSER

and His

COLLEGE of MUSICAL KNOWLEDGE

NBC WEDNESDAY EVENING

7:30 to 8 P.M. PST

FOR

COLGATE-PALMOLIVE-PEET

FACSIMILE BROADCASTING TODAY

By JOHN V. L. HOGAN, *Pres. WQXR and Radio Inventions, Inc.*



John V. L. Hogan

THE recent demonstrations of practical system of facsimile broadcasting to newspaper publishers, broadcasters and members of the press have resulted in so much publicity that the questions "What is facsimile?" and "What can facsimile do?" are being heard from all directions.

Facsimile is the science of printing words and pictures by wire or radio. In its developed state facsimile can today print in your home, through your radio set, anything that appears in your daily newspaper. This includes type, photographs, cartoons and other drawings, and advertisements.

While a practical method of doing this has been successfully demonstrated to the persons who are most interested in its future, the public must understand that months of preparation face manufacturers before recording sets will be available to the home owner.

●

The next question that most people will ask is, "What can facsimile do that my present newspaper and my present radio set cannot do?" The prime advantage offered by fax is immediacy. Fax offers the speed of radio, and it delivers intelligence in permanently recorded form as does a newspaper.

Radio broadcasts aural speech or music; fax delivers printed words and pictures into the home with the same speed. The record left by a facsimile broadcast is permanent; it can be filed away, mailed to a friend, pasted in an album, carried to school.

The newspaper delivers words, pictures, cartoons, and advertisements in permanent form; but fax cuts the time between the newspaper plant and the reader by eliminating most of the mechanical work necessary to print a day's edition and all but a few seconds of the time consumed in distributing the printed paper from a central office to far-flung readers.

Immediacy is thus an exclusive and unique attribute of facsimile broadcasting, in the wide field of recorded communications.

How can this new medium best serve the public? Newspaper publishers see the opportunity to augment the service rendered by their standard-sized editions by printing bulletins and "flashes" in the homes of their readers as important news develops during the twenty-four hours of the day. Results of baseball games, races and other sports events will emerge from the facsimile printer as soon as the winner has been declared. Stock market reports, produce prices, and other such information when time may mean money will be instantly delivered. And equally as important, pictures will be flashed across the world and into the homes of set owners in a matter of minutes.

Broadcasters can deliver printed news and pictures while a commentator is discussing latest developments, and can augment sound programs with visual material in many ways.

To enjoy the advantages of facsimile broadcasting a person need only buy a recorder as a part of, or to be attached to, an FM radio receiver. A year or more from now, when manufacturers will place mass-produced recorders on the market, the buyer should be able to secure a fax attachment for approximately what he will have to pay for a phonograph record player.

●

This recorder will occupy about the same space as a record player or a portable typewriter, and will be offered as a unit to be attached to an existing FM set as well as included in larger consoles in combination with AM and FM receivers, record players and television.

Comparatively simple in operation, the recorder requires very little attention from the set owner. He will load his set with a roll of paper that will print up to 500 pages, he will replace a simple printer-bar at infrequent intervals, and he will turn the set on when he wants his facsimile program and turn it off when he doesn't.

Faxprints will emerge from the machine at the rate of four 9 by 12 inch pages per standard fifteen minute broadcast period.



REXALL PROGRAM

Sponsored by United Drugs

Friday

Pacific Time 6:30-7:00 p.m.
Eastern Time 9:30-10:00 p.m.
CBS

Mgt. LOU CLAYTON

RADIO IN CANADA 1946-1947

By HARRY SEDGWICK, *Pres., CFRB and Board Chairman, CAB*



Harry Sedgwick

PREPARATION for the peace was the 1946 keynote in Canadian radio. During the year, the independently owned stations worked vigorously to build a solid foundation for the years ahead. In 1946, private stations struck back for the first time at their most vocal critics. The opportunity was presented by meetings of the Special House of Commons Committee on Radio Broadcasting. Through its Canadian Association of Broadcasters, the independent industry prepared a record of its public service activities, its development of personnel, of talent, and of information activities. The record proved a surprise even to veteran radio executives, long well aware of the shaky ground on which many of radio's critics stand. A story of proud achievement brought forth from outside sources the editorial comment: "It has never been so clearly evident that radio's chief sin is that of omission."

Also for the first time, the Committee itself included in its final report to Parliament a clear and unequivocal word of praise for activities of the independent broadcasting stations.

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The Canadian Association of Broadcasters complained bitterly of the injustice in the Canadian Broadcasting Corporation having supervisory and regulatory power over all broadcasting, including its own activities and those of the independents, and it was therefore strongly recommended to the Parliamentary Committee that an independent tribunal be set up to which appeal could be made. The Committee did not take action on this point, but deferred it until the 1947 sittings. From the tone of the report, it seems apparent that the Committee was impressed with supporting arguments advanced for the Court of Appeal.

●

Near the year's close, a complete reorganization of the Canadian Association of Broadcasters was made, on the basis of direct and specific service to the industry. The changes followed the pattern suggested by members at the Association's annual convention in May, 1946. The appointment was announced of Colonel K. S. Rogers, Managing Director of CFCY, Charlottetown. P.E.I., and veteran radio operator, as Honorary President of CAB. T. Arthur Evans continues as Secretary-Treasurer. Harry S. Dawson is manager and technical advisor. Mr. Douglas Scott of Toronto was appointed as Director of Broadcast Advertising, and Mr. T. Jim Allard of Ottawa as Director of Public Service.

The two latter appointments mark a new departure in policy. Mr. Scott is charged with the duties of "radio ambassador"; will keep the advantages of broadcast advertising consistently before the attention of advertisers. Mr. Allard will direct public services and public relations activities for the industry organization.

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The Canadian independent radio stations must proclaim with an ever-increasing voice that successful radio commercial and industrial promotion and advertising is a proper and important part of developing and maintaining the greatest possible industrial and commercial potential in our country, that the standard of living of our public, the maintenance of the national income, the capacity of the people to pay taxes and to provide social services is directly dependent upon the greatest possible development of successful commerce and business, and that it should not only be permissible but highly desirable that there should be in Canada the most effective independently owned commercial radio service as an integral part of our business and industrial community and its activities.

●

The Canadian Association of Broadcasters, representing the independent radio stations of the country, must create a vigorous association between their organization and all in the business community. We must persuade the hundreds of important industrial enterprises who have a common interest with us in making use of commercialized radio, in having available to them the greatest possible opportunities for independent radio to serve their industrial needs.



DINAH SHORE

★

Recording Exclusively for
COLUMBIA RECORDS

On the Air
THE FORD SHOW
CBS—Wednesdays, 9:30 p.m., E.S.T.

FROM THE AGENCY VIEWPOINT

By FREDERIC R. GAMBLE, *President, American Assn. of Advertising Agencies*



FREDERIC R. GAMBLE

EARLY this year when our Association held its Annual Meeting in New York, we had as our convention theme "Distribution —or bust!"

Some thought this slightly undignified, others that it expressed perfectly the great effort we must make toward successful distribution in America, or die in the attempt. Many of our California-bound progenitors did die en route, but some fought through and reached their goal.

The thought behind this theme has been pretty widely adopted among advertising people—the realization that if our factories are to produce as much as they are capable of producing, then our distribution activities must function better and still better to keep the goods flowing. Advertising, one of the most important of the few dynamic activities there are in distribution, must do more than ever before in helping sellers to sell and buyers to buy.

●

To help advertising agencies do their part in achieving this goal of more productive advertising, we have been working on four major aims: (1) to recruit and train better personnel, (2) to enlarge the scope and accuracy of our fact-finding, (3) to improve advertising content and (4) to gain wider and more complete understanding of the services that advertising performs.

It is gratifying to see how broadcasters have been working together with agencies in a number of these key areas.

For instance, in the area of Fact Finding, 1946 saw the first release of Station Audience Reports and Area Reports by Broadcast Measurement Bureau. This joint enterprise—whose findings are validated by representatives of broadcasters, advertisers and agencies and which is financed on such a broad and enthusiastic basis by the broadcasting industry—is a remarkable achievement. As in most new projects, there are some things about BMB that need further exploring, but this need not detract from the substantial progress already made or the sound things that BMB is doing for the first time in broadcasting. With proper understanding and continued good judgment, BMB can move even further ahead in 1947.

In the area of Improvement, 1946 saw headway made jointly by broadcasters, advertisers and agencies toward the betterment of taste in radio advertising copy. This experimental work has yet been given no publicity. 1947, we hope, may unfold details and results.

●

In the area of Understanding, a significant feat is the way that broadcasters, advertisers and agencies continue to work together through the Advertising Council to spread information on projects in the public service.

As recently summarized by the Office of War Mobilization and Reconversion, radio gives to public service campaigns "344,195,000 listener impressions a week or time on 300 commercial radio shows with well established audiences. In addition to these 300 commercial programs, the Advertising Council schedules public interest subjects regularly on approximately 150 sustaining programs weekly."

We agree with Niles Trammell, President of NBC, in his statement that this is utilizing "the established structure of advertising on a scale nobody would have dreamed possible before the war." It is vastly to the credit of radio advertising and a healthy thing for our future.

These 1946 accomplishments indicate fuller realization by radio stations, advertisers and agencies of their mutual responsibilities.

In addition, 1946 saw healthy progress made toward sounder business relations between stations and agencies.

●

Both NAB and the AAAA approved a new Standard Order Blank for Spot Broadcasting, replacing the form in use since 1933 and revised in 1942.

Also sent out to radio stations were the new NAB Standard Rate Card recommendations, which incorporated largely the

For List Of Advertising Agencies And Radio Accounts See Editorial Index



GARRY MOORE

on the air for the 4th Year

With JIMMY DURANTE for

REXALL DRUG STORES

Friday, 9:30-10:00 p.m., E.S.T.

CBS

suggestions made by the AAAA Radio Timebuyers Committee. Two years ago, AAAA asked whether something might be done to improve the radio rate card situation by adopting a standard format, more complete information, uniform definitions as to services and copy limitations, and simplification of discounts. The NAB recommendations are a gratifying answer, and we hope they may be widely adopted.

Especially encouraging is the beginning of a trend on the part of radio stations to adopt the customary 2 per cent cash discount on national advertising, already allowed by all national radio networks and by more than 95 per cent of all magazines and 94 per cent of all daily newspapers.

There is need for much more progress in this direction.

Radio still seems to lag behind other media in realizing that the cash discount is indispensable in our present advertising structure—as necessary as the agency commission, but performing an altogether different service.

The cash discount is, of course, passed along by agencies to their clients to stimulate prompt payment, so that advertisers will consider agency bills separately from all other bills and pay them far ahead of the ordinary commercial time of 30 to 60 days. It is this cash discount which enables agencies to collect promptly and pay media by their due dates, usually in fifteen days or less.

●

Hence, 1946 has provided its full share of significant developments.

What will 1947 bring?

It should bring, for one thing, progress in each of the activities already mentioned.

During 1947, also, agencies will continue to watch with interest the development of FM broadcasting and television. A number of agencies are already working in an experimental way, to be prepared for the time when enough programs are being transmitted and enough receivers have been distributed to enable FM and television to take their place among the established media.

During 1947, agencies and the AAAA will continue ready and willing to cooperate with the broadcasting industry in every way possible, in the public interest, to advance the welfare of advertising and radio as a whole.

Commercial radio should face its 27th year with boldness and imagination. They are the birthrights of broadcasting.

(Continued from page 45)

PROGRESS— *By Brigadier General David Sarnoff*

Radio, which gave a world-wide voice to Peace and Freedom, now gives to them the added advantages of vision through space. With the scientific revelations of 1946 as the foundation, more and more people, more and more nations will extend their radio sight in 1947 and in the years to come. Those who witnessed the dawn of all-electronic color television beheld triumphant colors of progress—a rainbow of promise that eventually will arch over a world-wide horizon.

●

There are countless and unbounded frontiers of radio research extending into the upper atmosphere and far beyond the orbit of the moon. As radio penetrates the secrets of outer space, it will bring back new knowledge that will open many undiscovered frontiers for other branches of science. The scientists of this planet, who are only beginning to reach upward in their conquest of Nature, continually will be challenged anew.

Those who have been working scientifically with atomic energy have been looking underneath the ground for metals such as uranium and other materials which are employed to release the power contained within the atom. Yet, who among the scientists would be willing to say that there may not be more nuclear energy between the heavens and the earth than is within the earth? Will a way be found to release the nuclear energy of hydrogen, nitrogen, helium or other gasses that may be in space? When we seek atomic energy that may be released from cosmic rays, we may find that there are greater treasures in the emptiness of space than in the solid earth.

●

Broadcasting and television now are supplemented by the service of FM, or frequency modulation. RCA approached the end of the year with facilities in readiness to produce tens of thousands of FM receivers and combinations.

Broadcasting, which won the rapt attention of anxious listeners throughout the world in wartime, finds people no less anxious for news, forums and entertainment in peacetime. Ears, which for six years were tuned to theaters of war now are turned to the microphones that put UN on the air, listening in hope that the voice of Peace will grow ever stronger in every language.

"Aren't we devils!"



Happy Consequences

RALPH EDWARDS

TRUTH OR CONSEQUENCES

NBC — SATURDAYS, 8:30 P.M. (E.S.T.); 8:00 P.M. (P.S.T.)

FOR DUZ

GOLDEN ERA OF SPORTSCASTING

By STAN LOMAX, *President, Sports Broadcasters' Association*



Stan Lomax

DURING the year of 1946 — sports launched its second Golden Era.

The Jack Dempseys, the Bobby Jones, Babe Ruths, Earl Sandes and the other immortals whose deeds in the arena turned sports into a Midas touch—have not arrived as yet in this current day of S.R.O. Perhaps they will come—and perhaps they will not. But the cash registers; at practically all sporting events have jangled an ever-merrier tune than they did in the first post-war boom.

And with the record breaking attendances in practically every phase of sports—the craft of bringing accurate, intelligent and interesting reports to the listening public also had its advancement.

●

To meet this unprecedented interest in sports—a far wider coverage than ever before has been developed. And with the expansion—the old law of competition has forced long strides in improvement of coverage and technique.

This past year—radio went on the road with baseball—travelling from city to city with the New York Yankees to bring the home fans the accurate and colorful picture of the team's progress. From the turn of the century, newspapers had covered a team's doings on the road—but radio—through short-sightedness and perhaps penny pinching had been satisfied with wire reconstructions. And wire reconstructions of sporting events reverse the precepts of reporting—for they depend solely upon an announcer's imagination and histrionic ability rather than reportorial accuracy.

The widespread interest in all forms of sport has spurred the quality of radio reporting. Although the development has been slow—even the front offices and agencies have finally discovered that a sound knowledge of sports is necessary—not only in the booth and studio but in the administration as well.

The Sports Broadcasters Association—composed of men who go in front of the microphone, their assistants, spotters and sport writers of the various wire services—have been steadily driving forward. An example of progress can be seen this year in the request to the Association from three universities for plans and suggestions for radio booths in stadii to be constructed.

Although the task of furnishing the best possible facilities for radio reporting should be that of the stations, networks and agencies involved—after years of inattention—the S.B.A. stepped in three years ago to see what could be done about bettering working conditions.

Each radio booth used during the year by our members—which now number more than 300—and stretch from coast to coast and border to border—is rated by the men who use it. Location, construction, roominess, vision, service and other points are listed.

●

The first survey found the University of Notre Dame adjudged the tops of the nation—and a plaque commending the university was presented the acting athletic director, Ed McKeever, at a special function in New York. The second year's award went to Princeton University—with Athletic Director Ken Fairman accepting for the university.

These plaques—for excellence—and conversely the complaints lodged against impossible working conditions—are having their effect. One of the nation's most important football schools despatched a man to New York to ask our organization for recommendations. The S.B.A. has drawn up a model broadcasting booth—which four schools have incorporated into their post-war building plans.

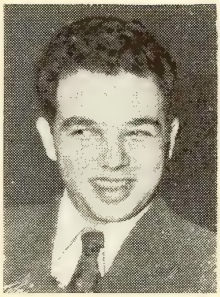
I cite this merely as an example of progress the Sports Broadcasters Association has made in the past few years. Our code of ethics, adopted two years ago—has served to lift the sports broadcasting profession—particularly in the minds of our listeners. We firmly believe that radio sports reporting is at its highest peak of all time in accuracy, fidelity and interest.

With all sides predicting 1947 as the boom year of this Golden Era—the men who will describe and handle the description of sports are ready for another great job—bigger, and better than ever.


"It is the artistry, the command and the projection with which she invests the words and music that count so heavily for her."
—The Billboard
Beatrice Kay
Management Counsel —
GOLDFARB, MIRENBURG and VALLON
RKO BUILDING • RADIO CITY • NEW YORK, N. Y.
Bookings:
WILLIAM MORRIS
Exclusively on
COLUMBIA
RECORDS

THE YEAR IN WASHINGTON

By ANDREW H. OLDER, *Staff Correspondent, Radio Daily*



Andrew H. Older

THE first postwar year turned out to be one of surprises. Completely confounding the prophets, AM broadcasting continued a tremendous expansion, with well over 1,000 stations on the air by the end of the year. Although it had been expecting to be the busiest in assigning FM frequencies and regulating that traffic, the FCC found the major part of its energies devoted to the AM field.

Largely responsible was the slowness of receiver manufacturers in turning out FM sets in volume. Although no accurate count was possible, it was believed that well under one million FM sets were tuning in at the end of the year to the few dozen FM stations actually on the air.

At the same time, many of these stations were offering little inducement to the public to buy FM sets, since they were merely duplicating the programs of affiliated AM stations.

Result was that while nearly all leading AM licensees had FM signals on the air or planned, the major emphasis through the country and in Washington continued to be on the AM signal. Late in the year worried FCC officials began to talk vaguely of shifting their emphasis, but the cold fact was that set manufacturers were not turning out the sets to create a demand for distinctive and profitable FM programming, while only a handful of FM licensees was airing exclusive programming to stimulate the sale of FM receivers.

●

On the regulatory front, the FCC stirred up the greatest industry controversy since the chain broadcast rules with its publication in March of the Blue Book. Condemned by a major portion of the industry, led by NAB, the Commission's assertion of its right to demand that broadcasters live up to public service standards—particularly those they themselves set forth when seeking their licenses—drew vigorous support from a number of civic groups and the tacit approval of many legislators.

NAB President Justin Miller spearheaded the opposition to it, terming the FCC a group of "guileful" men and suggesting that "Communist" influences were at the root. Miller even accused Thurman Arnold, his former colleague on the District of Columbia Circuit Court bench, of having spoken in support of the FCC proposals without having read them. A public spat was averted when Arnold decided, "Life is too short for me to get into an argument by answering th atone."

●

As the year ended, the FCC policy still stood but it did not appear likely that any decision enforcing it to the hilt would be forthcoming for several months, at the least. Several renewal applications had been set for hearing, with the commission to determine whether by Blue Book standards the broadcasters had merited the withdrawal of their licenses.

Noteworthy, too, is the so-called "AVCO" policy. Although implemented and followed during the year, no major test of this policy had been posed late in the year. It represents a claim by the FCC of the authority to insist that when a station is up for sale open bidding shall be entertained for a 60-day period—with all comers permitted to match the offer of the Prospective buyer whose name appears on the transfer application. It would then be up to the FCC to choose between all comers on the basis of which would be likely to provide the greater public service.

●

Again, industry leaders were displeased.

One thing the FCC could not help—and here the NAB reluctantly admitted that it preferred that the FCC not act—was the economically dangerous increase in new stations. Towns which had long had but a single station suddenly found two or three competitive AM stations—with FM'ers still to go on the air .

Here NAB ruefully admitted that the Communications Act did not permit the FCC to withhold licenses simply to protect the business of existing stations. And, NAB continued, it is better to have more competition than to have the FCC extend its authority further into broadcasters' business and program affairs.



FRED WARING
and his
PENNSYLVANIANS

NBC — MONDAY THRU FRIDAY — 11 A.M., EST

CHICAGO OUTLOOK FOR 1947

By NAT GREEN, *Staff Correspondent, RADIO DAILY*

A DECLINE of the seller's market, due to increased production and other causes, and a consequent increase in competition faces radio this year; but indications are that a very good year is ahead, according to the predictions of local network heads. Network representatives are agreed that there is plenty of work to be done this year to assure steady progress in programming and production and also in sales of time.



Nat Green

•

I. E. Showerman, manager of the central division of the National Broadcasting Company, is quite optimistic over Chicago's radio outlook for 1947. "Chicago," says Showerman, "is not holding a wake for a deceased broadcasting industry. On the contrary, the fellow is up and about and doing well.

"Granted a lot of radio talent has left Chicago in the past few years, the fact remains that this talent was discovered and developed in Chicago. The feeling that this crop of departees is all there is or ever will be is about as logical as the assumption that Chicago's schools have graduated their last student.

•

"I believe 1947 will be an increasingly good year for radio in Chicago."

Ade Hult, vice-president in charge of Mutual's midwest operations, sees a prosperous year ahead. He told RADIO ANNUAL: "Prospects for 1947 look very promising but the big increase will come in the latter half of the year, as it looks now. Competition from other media will be more severe than has been the case for the past five years. Also, that same competition will cause advertisers to scrutinize costs of broadcasting as well as all other media.

"We should not be misled by the slowing up of activity at the opening of the year."

E. R. Borroff, vice-president in charge of the central division of American Broadcasting Company, predicts network competition will be greater in 1947 than ever before. Continuing, he says: "This coming year undoubtedly will be marked by greater production, the consequent decline of the seller's market, and resultant sharpening of competition. The last will be reflected in radio three-fold: (1) manufacturers will turn more and more to radio in competing for markets, (2) advertisers will demand programs of proved selling caliber, and (3) the comparatively new forces of television and FM will be brought into fuller play.

•

"The American Broadcasting Company has the distinction of being the first network to launch video programming in Chicago. Up to and including the present time, ABC is the only network which has actively engaged in telecasting in this metropolis. It has furthered the use of the medium by selling packaged television programs to such outstanding sponsors as General Mills, Inc., of Minneapolis; Henry C. Lytton, and Television Associates, of Chicago.

"The optimistic outlook for the year 1947 which currently predominates radio circles is well grounded. It is anticipated that the names of many new advertisers will be added to radio rolls during the current year and that present advertisers will widen the scope of their radio advertising."

H. Leslie Atlass, vice-president in charge of Columbia Broadcasting System's central division, sees a great year ahead. Says he: "I predict that this new year, 1947, will be the biggest in the history of WBBM-CBS both in sales revenue and in programming, production and the expansion of public service programs."

•

WCFL, independent labor station, looks for a good year. Maurice Lynch, general manager, stated.

Art Harre, general manager of WJJD, independent station owned by Marshall Field, says: "All indications point to a banner year for radio in 1947. The total business should equal, and possibly exceed the figures for 1946, but the net profit will be slightly less, due to increased overhead."



HENNY YOUNGMAN

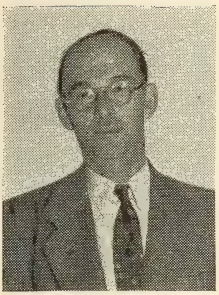
Exclusive Management

WILLIAM MORRIS AGENCY

New York Chicago London Hollywood

COAST EXPANSION CONTINUES

By RALPH WILK, *West Coast Representative, RADIO DAILY*



Ralph Wilk

IN 1946 more licenses to operate radio stations in Southern California were granted than in any other previous year and indications are that 1947 will surpass 1946 in this respect. The result will be intense competition among the outlets of the Southland. KIST started operations at Santa Barbara, with Harry Butcher, well known broadcaster, as owner, and Fox Case, another industry veteran, as manager. The station is affiliated with NBC.

KSDJ came into being at San Diego, with Purnell Gould, a seasoned radio man, as general manager. The outlet is affiliated with CBS. KMPC, Los Angeles, was granted authority to increase its power from 10,000 watts to 50,000 watts, while KFAC, also of Los Angeles, will boost its power from 1,000 to 5,000 watts. KFVD, Los Angeles, which has been a 1,000 watts station, becomes a 5,000 watts outlet in February. KLAC, also of Los Angeles, has been granted authority to increase its power to 5,000 watts. Arthur L. Croghan, a veteran Minneapolis broadcaster, will operate a new station, KOWL, at Santa Monica. The California Broadcasting Company has also applied for a license to operate an outlet in Santa Monica.

Carl A. Haymond, pioneer Northwest operator, is invading the Southland and has applied for permits to operate stations in San Bernardino and Monrovia. He has already been granted permission to establish a 5,000 watt station in Phoenix, Arizona.

•

KAFY, a new Bakersfield station, has become a Don Lee affiliate, as have KCOK of Tulare-Visalia, and KPRL, Paso Robles. KHON, Honolulu, became a Don Lee affiliate in July, 1946.

The new Indio station, KREO, will be an ABC affiliate and will be a bonus station with KPRO, Riverside. KCOY, Santa Maria, which will also be affiliated with ABC, will become a bonus outlet for KTMS, Santa Barbara.

The Burbank Broadcasters, Inc. plan to operate an FM station in Burbank, while the San Fernando Valley Broadcasting Company, of which J. G. Paltridge, formerly promotion manager for KFI, is the prime over, plans to open an outlet in San Fernando Valley.

KERO is a new outlet in Bakersfield. KCMJ is a comparatively new station, with Palm Springs as its home.

The Hollywood Community Radio Group, headed by Alvin Wilder, newscaster, applied for a permit, but faced considerable opposition at an FCC hearing. Attorney General Robert W. Kenny is among the stockholders in the organization.

•

A new regional network, the California Rural network, has been launched by J. L. Gleason, owner of KPRO, Riverside. It is aimed at blanketing the Imperial Valley and will embrace area from Victorville to the Mexican border.

The new network comprises stations in Riverside - San Bernardino, Brawley - El Centro, Indio and Calexico.

Sales managers of Los Angeles independent and affiliated stations agree that billings for their outlets in 1947 should exceed that for 1946 and also agree that the business will have to be earned. Their various sales forces have been alerted and in some cases shaken up. The sales managers also point that local programming will have to be improved to win more business and that heavier exploitation and promotional expenditures will have to be made, involving individual campaigns aimed at consumers and advertising agencies.

•

"War babies" are dropping out of local radio and are being replaced by other sponsors, who are using radio as an addition to their sales forces. Department stores are more open-minded regarding radio than ever before and are expected to become extensive, regular users of the medium. Dealers in furniture and household appliances and accessories are resuming the use of radio time.

A heavy upturn is expected in the use of time by the food industry as a whole.



ALAN YOUNG

ON THE AIR FOR BRISTOL-MYERS

Every Friday at
8:30 P.M. E.S.T., NBC

★

Under Contract
20th Century-Fox
In Production "Chicken Every Sunday"

Personal Management
Frank Cooper
521 Fifth Avenue, New York City

7226 Hollywood Boulevard
Hollywood, California

RMA WIDENS ITS SERVICES

By **BOND GEDDES**, *Executive Vice-President, RMA*



Bond Geddes

IN keeping with the tremendous wartime expansion of the radio manufacturing industry and in line with the steady increase in production of radio sets and their components during 1946, the Radio Manufacturers Association has expanded its services to member-companies in industrial relations, industry statistics, public relations, and other trade association fields.

Throughout the past year RMA's most important job was to keep the industry constantly informed of developments and changes in OPA pricing regulations and to work with official OPA Industry Advisory Committees on sets, parts and tubes in obtaining industry-wide price selief and, finally in seeking price decontrol.

●

Not only did radio set production pass that of the greatest prewar year—1941—by early summer of 1946, but the fall and early winter months saw rapid increase in the output of FM-AM receivers and the beginning of television set production. FM transmitter production got underway on a regular schedule in the fall and was increasing steadily as the year ended.

●

The first RMA Industrial Relations Seminar, held May 21-22 in New York City, inaugurated a new service for members and proved so popular that a second seminar was held in Chicago on October 31 and November 1. The proceedings of the first seminar were published in the late summer and widely distributed.

Another RMA publication, even more widely distributed, was the "School Sound System" brochure, prepared by the RMA School Equipment Committee with the active assistance of the U. S. Office of Education. This brochure, for the first time, established basic commercial standards for school sound system equipment and components. More than 30,000 copies of the brochure were distributed by the U. S. Office of Education, together with a letter from Commissioner John W. Studebaker, to public, parochial and private schools and colleges throughout the United States.

●

The RMA Engineering Department completed the first postwar revision of its Manual of Engineering Standards and thus brought RMA standards in line with wartime advances.

The RMA Production Source Code, which was begun in 1945, continued to expand as many suppliers of RMA member-companies registered and were assigned code numbers by RMA.

Among the various promotion projects initiated by RMA through its Advertising Committee to acquaint the public with Industry advancement were National Radio Week, which was jointly sponsored by RMA and the National Association of Broadcasters, November 24-30, and a merchandising program with the theme, "A Radio in Every Room—A Radio for Every Purpose". In both of these programs RMA enlisted the active support of other trade associations, representing department, furniture and music stores, and electrical retailers.

Recognizing the expansion of the industry, the RMA Board of Directors at its June convention enlarged its membership from 34 to 42. R. C. Cosgrove, of Cincinnati, vice president of the Crosley Corporaation, was "drafted" for a third term as president to direct the Association's new activities. RMA Headquarters staff was enlarged.

●

RMA is organized to serve all factors in the radio manufacturing field. It has five major divisions to which manufacturers of sets, tubes, parts, transmitting equipment, and amplifier and sound equipment are assigned. In addition, it has several over-all committees to handle particular industry problems, such as surplus disposal, industrial relations, excise tax legislation, exports, and traffic. A new committee to deal with growing radio amateur activities was formed during the year.

For Complete Equipment Section Please Turn to Page 1075



By Howard Chandler Christy

JEAN HERSHOLT

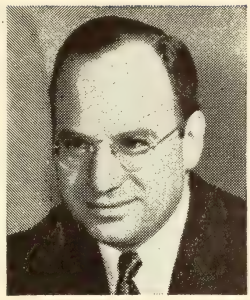
10th YEAR

"Dr. Christian"

SPONSORED BY VASELINE
CBS, WEDNESDAY, 8:30 P.M.

TRANSCRIPTION STATUS 1947

By FREDERIC W. ZIV, *Frederic W. Ziv Company*



Frederic W. Ziv

CONDEMNED — condoned — commended! That is the history of electrical transcriptions.

Old timers recall the early days when transcriptions were called "pancakes" and "platters"; when the announcement "This program is transcribed" was the cue to turn the dial. But today, millions upon millions of radio listeners are enjoying their favorite programs via electrical transcription.

The reason for the early condemnation? Threefold: first, transcribed quality in the early days was a far cry from the transcribed perfection as we know it today; second, transcribed programs seldom featured talent in a class with the great array of talent and elaborate productions available on transcription today; third, the FCC constructed an artificial barrier requiring all electrical transcriptions to be identified, which unquestionably retarded the growth of the electrical transcription industry.

•

But look what has happened: first, today's transcriptions on pure vinylite are nothing short of perfection. Listeners cannot distinguish between network and transcribed. What is more important, Hooper ratings prove conclusively that listeners will tune in their favorite programs regardless whether "live" or transcribed.

Second, the biggest names in the entertainment world are today available via electrical transcription. Stars who avoided transcribed programs in the early days today clamor to be on transcription. Bing Crosby, Wayne King, Kenny Baker, Morton Downey, Burl Ives to name a few who are entirely transcribed. But in addition to these, most of the leading network shows are broadcast by transcription in many markets. For example: one of the most popular programs in Cincinatti as this is being written is Ralph Edwards' "Truth or Consequences," a Saturday night program. But is "Truth or Consequences" broadcast in Cincinnati on Saturday night? No! It is broadcast on Sunday night via electrical transcription; and Hooper ratings prove beyond question of doubt that the listening audience tunes in "Truth or Consequences" regardless whether live or transcribed. In fact, more people tune it in at the convenient transcribed time than would tune it in at the inconvenient "live" time.

•

Third, the FCC's attitude seems to be changing. In its March 7, 1946 Report, the FCC recognized the role of transcriptions and enumerated "five particular advantages from their use":

"(a) transcriptions are a means of disposing of radio's most ironic anomaly—the dissipation during a single broadcast . . . of all the skill . . . of writer, director, producer, and cast.

(b) transcriptions make possible the placing of programs at convenient hours. . . .

(c) transcriptions make possible the sharing of programs among stations not directly connected by wire lines. . . .

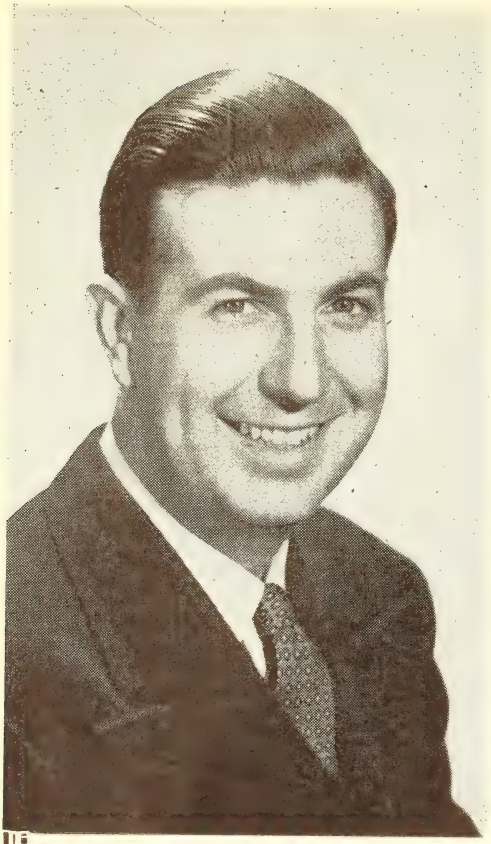
(d) transcriptions offer to the writer, director, and producer of programs the same technical advantages that the moving picture industry achieves through cutting-room techniques. . . .

(e) portable recorders make it possible to present to the listener the event as it occurs rather than a subsequent re-creation of it. . . ."

Today, the most lavish shows are available transcribed. Not only network shows which are transcribed and broadcast at a more convenient time. Not only the Bing Crosby type of show which is broadcast by transcription on the network. But transcribed programs made available for local and regional sponsors.

•

To sum up: national, regional and local sponsors have all forgotten their old superstition against transcriptions for one very obvious reason: the little people who pay the bills, the final consumer, namely, Mr. & Mrs. Listener, have forgotten their old superstition against transcriptions.



DON

McNEILL

SAYS

Thanks to everybody for making 1946 the biggest, most progressive year in the history of the Breakfast Club.

BREAKFAST CLUB
Monday to Friday, Incl.

ABC NETWORK
Chicago, 8 to 9 A.M., C.S.T.

MAIN STREET-REFLECTIONS

By SID WEISS, *Staff Writer, RADIO DAILY*



Sid Weiss

● ● ● A long time ago, a sage said that a man makes his biggest mistake when he starts taking himself and his success too seriously. Mme. Radio, the Belle of the Kilocycles, then, is coming of age and proving that she's a lass of wisdom, for in the past few annums, she has arrived at a point where she can take kidding with the greatest of ease. The humor with which the quipsters giggle about "John's Other Wife," the munificent rewards of the quizmasters, the out-landish boasts of the commercials, (i.e., the pen that writes under water themes) the Mr. Agony radio series and the constant other million and one patterns which cake the radio-lanes a corglamoration, to coin a phrase, of everything including the kitchen sink, represents to us an attitude of the grown-up lady. In a way, the good-natured kidding has a way of pointing up such parts of radio which need improvement and which must in time to come develop into better mike fare if radio, as an entertainment medium, is to continue to be as popular as it is today. In the early days of mike-life, too many so-called "brains" behind the scenes used to hesitate to nod Yes when a Jack Benny or an Ed Wynn tried to kid a commercial. Sure, Wynn was allowed to do it—but you sort of felt that he, as one of two exceptions (himself and Benny) was doing it with the fear of being cut from the air at any minute. Today, the attitude changeth.

☆ ☆ ☆

● ● ● Too, when the esteemed Fred Allen sang his parodies on radio agencies, to the tune of Gilbert and Sullivan, aptly substituting "Petrillo" for "Tit-Willow," over at our hut, radio was growing up. Of course, there are still several programs which would better be replaced by static but it will be ever thus so why continue going into tantrums about 'em? The gagmen have fashioned humorous quips about the morning breakfast series—the husband-and-wife radio shows. We've laughed at their jokes. We've printed some versions of 'em. But we have come to respect the shows as really enjoyable. When we tune in for our Dorothy and Dicktation of a morning at 8:15, we feel the warm glow of their conversation, can almost smell the toast at the breakfast table. And if you think their's is an easy assignment, try talking interestingly yourself for three-quarters of an hour some morning. We said interestingly! And the Kollmars, the Fitzgeralds (who originated the whole idea) and the Jinx-and-Tex-appealers really are interesting.

☆ ☆ ☆

● ● ● Likewise, radio has built talent such as a Mel Blanc, who, aside from any show of his own, plays 51 different radio voices—going from the parrot or the train announcer on the Jack Benny show to the happy postman on the Burns and Allen opus. Blanc is a product definitely of radio, having never played another medium. No field allows for as much experimenting as does the mike. We've heard Sinatra as a dramatic actor, Fred Allen in a non-comic role, singer Dick Powell as a sleuth, suave Carl Brisson as a mystery solver, and others. What we applaud most is the chance radio gives its children to stroll from the beaten path. Judy Canova, for years a hillbilly chanteuse, steps out of that role for her final singing number each week, performs a song straight and, brother, she's got one of us really swooning with her torrid renditions of such songs as Berlin's "Blue Skies" and the immortal "I Can't Give You Anything But Love." Similarly, cute Beatrice Kay, famed for Gay 90's tunes, has proved her adeptness at torrid and modern songs as well. Radio is not as staid as is the theater where too many customs remain life-long institutions—and drive the audiences into institutions to boot.

☆ ☆ ☆

● ● ● We'll admit that in the over-all picture, there are many instances which bore us to death. Listening to a quizmaster ask Mrs. Housefrau where she comes from, the silly applause that follows, the idiotic queries sometimes featured on such shows, is by far a hardship on a dial-turner's ear—but the reward, the way we see it now, is that radio is growing up. It's laughing at its own commercial blurbs, its deflating pompous politicos by stuffing punch lines into their mouths, it's got the Melchiors trading jests with the Mad Russians. The little lady, Madame Radio, has come of age.

Quiz Kids

SEVEN YEARS FOR THE SAME SPONSOR

MILES LABORATORIES

makers of
Alka-Seltzer and One-A-Day Brand Vitamins
through
Wade Advertising Agency

NBC Network
Sunday Afternoons
4:00 P.M. (E.S.T.)

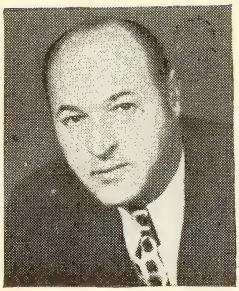


Exclusive Radio Representative
JAMES PARKS
330 North Michigan
Chicago, Ill.

Created and Produced By
LOUIS G. COWAN, INC.
250 W. 57th St., New York, N. Y.
8 So. Michigan, Chicago, Ill.

RADIO DEVELOPS SONGWRITERS

By HERMAN PINCUS, *Staff Writer, RADIO DAILY*



Herman Pincus

SEVERAL years ago an important music publisher, awed by the massive grandeur of the NBC Studios in Radio City, New York, remarked, "To think that our Music was responsible for all this." His audible ejaculation, though an exaggeration, was likewise far from an untruth. For Music invariably was the sound heard in the early days of the crystal sets. With the passage of time, improvements both in transmission and reception were perfected until today Radio is the international medium for expression of ideas, political campaigns, educational forums, performances of Grand and Light Operas, Dramas, on-the-scene broadcasts of major sporting events, etc. The importance of music in radio kept pace with the rapid progress of Radio itself and it is estimated that at least 73 per cent of radio programs are comprised wholly or partially of music.

•

Thus while Music proved a vital factor in the expansion and prosperity of Radio, the latter in turn, is responsible for the increased earnings of songwriters, music publishers, arrangers, singers, orchestra leaders, coaches, contactmen (songpluggers), etc. Before Radio, publishers were obliged to maintain large offices in key cities equipped with as many as six or eight piano rooms respectively and staffed with four or five pianists, who, besides teaching vaudeville artists and singers new songs, often had to arrange their train schedules, deliver props to the theatre in time for rehearsal and even playing "nursemaid" to their children in dressing rooms. Headline Acts, in many cases, were on the payroll of major publishers, to sing and popularize songs, often requiring at least a year or two of consistent use to make a song a Hit.

•

Too, in those days, a major music publisher, in order to satisfy the musical requirements of vaude artists, published several types of songs simultaneously, the catalogue generally consisting of the plug ballad, a novelty, a rhythm, an instrumental and often a comedy. Today, because a song can be "made" in three or four months, via a concentrated radio plug, music publishers publish and work on but one tune at a time.

•

In recent years many of the nation's outstanding hits (featured on the "Hit Parade") were products of comparative unknowns, admittedly a phenomena made possible by Radio. We'll list a group of such songs and their composers. "I Dream of You" (More Than You Dream I Do)—Marjorie Goetschius and Edna Osser; "My Dreams Are Getting Better All the Time"—Mann Curtis and Vic Mizzy; "And Then It's Heaven"—Eddie Seiler, Sol Marcus and Al Kaufman; "To Each His Own"—Jay Livingston and Ray Evans; "Love Love Love" and "Candy"—Joan Whitney, Alex Kramer and Mack David; "Oh What It Seemed to Be," "Surrender" and "Rumors Are Flying"—Bennie Benjamin and George Weiss; "There I Said It Again"—Redd Evans and Dave Mann; "Shoo Fly Pie and Apple Pan Dowdy"—Sammy Gallup and Guy Wood; "I Don't Know Enough About You"—Peggy Lee and Dave Barbour; "Laughing on the Outside, Crying on the Inside"—Bernie Wayne and Ben Raleigh; "Chickery, Chick"—Sylvia Dee and Sid Lippman; "There's An Awful Lot of Coffee in Brazil"—Bob Hilliard and Dick Miles; "Choo Choo Ch' Boogie"—Vaughn Horton, Denver Darling and Milt Gabler; "Cynthia's In Love"—Jack Owens; "Cement Mixer"—Lee Ricks and Slim Gaillard.

•

Radio has often been referred to as a "hungry giant"—ever on the hunt for new ideas, new material, new jokes, new personalities and new songs—songs and more songs. The preceding paragraph is proof that its quest, at least insofar as the latter is concerned, is proving fruitful. For added to the wealth of songs contributed by the newer songsters, is the constant out-pouring of music by the dependable "old-timers" including Irving Berlin, Oscar Hammerstein, Richard Rodgers, Cole Porter, Rudolf Friml, Irving Caesar, Harry Warren, Harry Ruby, Bert Kalmar, L. Wolfe Gilbert, Charlie Tobias, Sigmund Romberg and many others.

• SUPER-SUDS • ICED COFFEE • PIEL'S BEER • HI-SPOT •
• CHATEAU MARTIN • PENETRO NOSE DROPS • ST. JOSEPH ASPIRIN • FRAM OIL FILTERS •
• RICE'S BREAD • PALL MALL • CAMEL CIGARETTES • McGRATH'S TOMATO JUICE •

ENTERTAIN WHILE YOU SELL !

" FOR SPOTS THAT RING THE BELL "

MUSICOMMERCIALS By Novak

Looking for Spots that are:
AMOROUS . . .
GLAMOROUS . . .
GROOVIE OR SMOOTHIE?
Novak will cut 'em!

Just tell us what you want to sell . . . we'll design the spots to do it!

FRANK NOVAK

344 W. 72nd STREET, NEW YORK 23
Telephone: TR. 4-1999

• "RETURN THE EMPTY MILK BOTTLES" NATION WIDE •

1941—GROWTH OF STATIONS—1946

AM Outlets as of:	Licenses	Construction Permits	Special Broadcast Stations	Total Operating
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027
December 1946	1526	464	—	1062

** This figure includes 5 Special Broadcast Stations.



Tom (Hats)* Breneman

* I use the term commercially since Tom Breneman Hats are now stealing the show in better millinery salons coast to coast. These creations are so beautiful that women swoon over 'em . . . except Connie Reddy, above, who works on BREAKFAST IN HOLLYWOOD and is swoon-proof.

I know . . . you guys are saying this is just another scheme to make money. And, brother, you're *so* right!

Unabashedly,

Breneman

PRODUCING THE PACKAGE-SHOW

By LOUIS G. COWAN, *President, Louis G. Cowan, Inc.*



Louis G. Cowan

IT IS the function of the independent package producer to bring to the microphone the best in showmanlike ideas and personalities that will attract great listening audiences. The talent agencies differ mainly from the independent package producer in that their essential strength for package sales grows out of contracts with name talent they control, rather than out of the creation of new shows as such. Thus, their own function is to create, if possible, package vehicles for their talent.

The independent package producer lives, eats, thinks Entertainment and Show Business with capital letters. His life, fortunately, is not involved with the worries of clients, time-buys, advertising copy and the many other problems that beset network, station and agency people. In addition to the shows created within their own program departments, many agencies draw upon the qualified independent package producer as a constant source of show ideas. To these they can apply their own skills and know-how. At a given point, the talents of agency and producer blend in producing the airbourne finished product.

•

The independent package producer is radio's counterpart to the producer in the theater or in the movies. He knows that radio is essentially Show Business, and that he must have the ingenuity to capitalize on the greatest media for audience in America today.

Unencumbered by the multitudinous problems of business management, his sole problem is to give the radio advertiser the largest possible audience before whom the advertising message can be delivered. His main self-imposed injunction is that of good taste.

The agencies, clients, stations, networks provide the facilities (or theaters). He must provide the entertainment creativeness and talent that serve as magnets for these facilities.

In developing his ideas, he can move freely into all realms of the arts seeking the greatest showmanship values, adding to them his skill and know-how in producing shows that will attract listeners. Those who use these shows or their facilities must make the greatest use of their opportunities with these audiences.

•

The so-called "selling" of the best of these ideas is not easy, for many reasons. But, it is also difficult in theaters to find backers, theaters, etc. And it is even harder in movies. Those independent package producers who have the creativeness, the skills of development, and the courage to persist can find great personal satisfaction by bringing great entertainment, and often enlightenment, to millions of listeners.

All of this requires courage. Financially, those producers who attempt to create only for network programming, no matter how conscientious their efforts may be, limit their financial risks to written proposals or waxed auditions. But, the independent package producer who extends his field into that of transcriptions must go even further. Because at that point he is backing his own convictions of showmanship, taste, know-how and great audience appeals with huge sums of money.

•

The future of radio in terms of live network shows and transcriptions look bright indeed—but it is a future that promises to envelope a new horizon of thought. From all indications, we are moving from the lush era of name stars to a period of tighter scrutiny of program budgets and extended use of AFRA talent. Evidences of this are already apparent. Here again the independent package producer comes into his own for this regime will require the development of new and fresh concepts for entertainment.

•

The same holds true in terms of the transcription business. This facet of the radio industry must also come of age. The needs of the individual stations parallel those of the networks. They must be provided with first-rate programs that are skillfully produced and embrace bright and stimulating radio entertainment as fresh as the New Year.

MR. and MRS.

FITZ-G-HONEY

i.e.

Ed and Pegeen Fitzgerald

UN'S BIG RADIO JOB FOR 1947

By CHRISTOPHER CROSS, *In Charge U. S. Radio At UN*



Christopher Cross

AMERICAN radio has a new product to sell.

It's stupendous, terrific, colossal product,—a product created to cure mankind of its greatest headache: war.

If all the merchandising experts in radio had been gathered around a shiny conference table they could not have better timed the appearance of this product.

Following a war that took millions of lives, uprooted millions more, and razed countless cities there was conceived the Charter of the United Nations,—"to save succeeding generations from the scourge of war . . . to reaffirm our faith in fundamental human rights . . . to establish conditions under which international law can be maintained . . . to promote social progress, economic and social advancement . . . to encourage respect for human rights and for fundamental freedoms for all without distinction as to race, sex, language or religion. . . ."

•

This, in part, is the product. And a ready market of 1,750,000,000 people of the world are waiting to be sold.

The $64 question of international radio is:

Will American radio harness all its skills to properly merchandise the United Nations Charter?

It wasn't so long ago that American radio had another important product to sell: World War II. It was realized that Victory could be ours only if the people *really* wanted it and supported their desire with sacrifice. The industry threw all its resources into the task of selling the war to the people.

The Battle for a Lasting Peace began almost two years ago in San Francisco with the birth of the United Nations. This battle too cannot be won without the support and sacrifice of the people. The statesmen, delegates and members of the United Nations secretariat cannot alone win the second and complete Victory,—the Victory of Lasting Peace,—no more than the generals and statesmen could have alone defeated the Axis.

•

We hear altogether too many radio executives say: "Does anything special really have to be done about the United Nations? Who could possibly be against lasting peace?" Our answer always is that anyone is against lasting peace who does not actively work for it. We wonder if the many products sold by radio would actually enjoy any popularity if the sponsors and merchandisers took the position: "Our product is good, so why should anything have to be done about it."

Who can say that the United Nations does not deserve the intensive merchandising that is given to the many products and services that are so successfully sold to the American people!

•

Public service is a word much used and much abused. Perhaps the one factor that will best determine if American radio is really discharging its public service responsibilities will be how well the industry helps to integrate the United Nations into the day-to-day lives of the people.

Individual stations and network have made a good beginning in trying to meet their responsibility to their listeners whose dominant wish is for a world free of war.

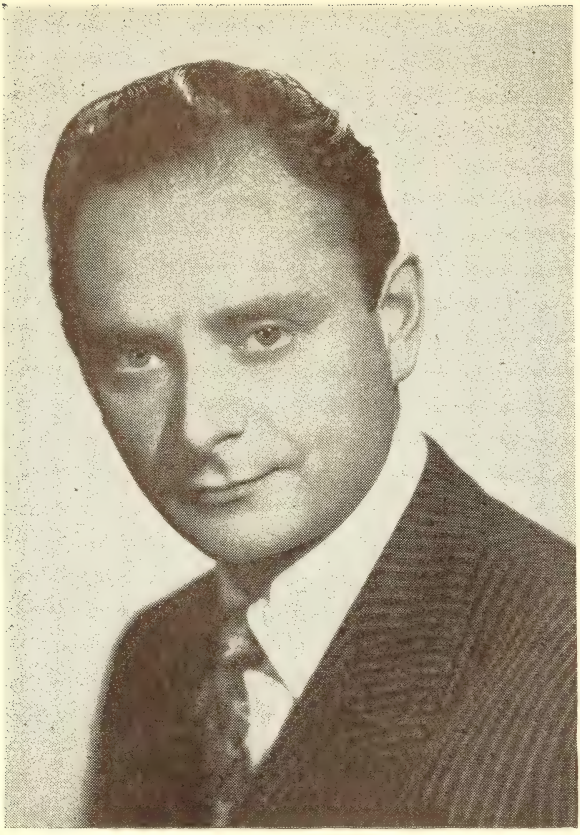
WLW went to the community to find out what it could do. They found that their listeners and the community organizations were interested and had plans.

In Hollywood Warner Brothers' KFWB has shown how an independent station can give leadership to a community in the fight for lasting peace.

New York City's WNYC has demonstrated that the people will listen to their on-the-spot broadcasts of United Nations sessions.

So active has NBC been in UN activities and programming that the visitor to the RCA building might get the impression that there is a United Nations annex housed there.

These are but a few examples of outstanding service and leadership; 1947, we hope, will find many more broadcasters coming into the fold.



the music of JOHN GART

composer — conductor

WOR—MUTUAL



Gabriel Heatter's "A Brighter Tomorrow," The Carrington Playhouse

WCBS



"Columbia Workshop," "Richard Lawless"

WNBC



"Playhouse of Favorites," "The House in the Country"

WORLD TRANSCRIPTIONS



MGM, Columbia, RKO Spots

—Program—
Directors Guide

—for production—special events

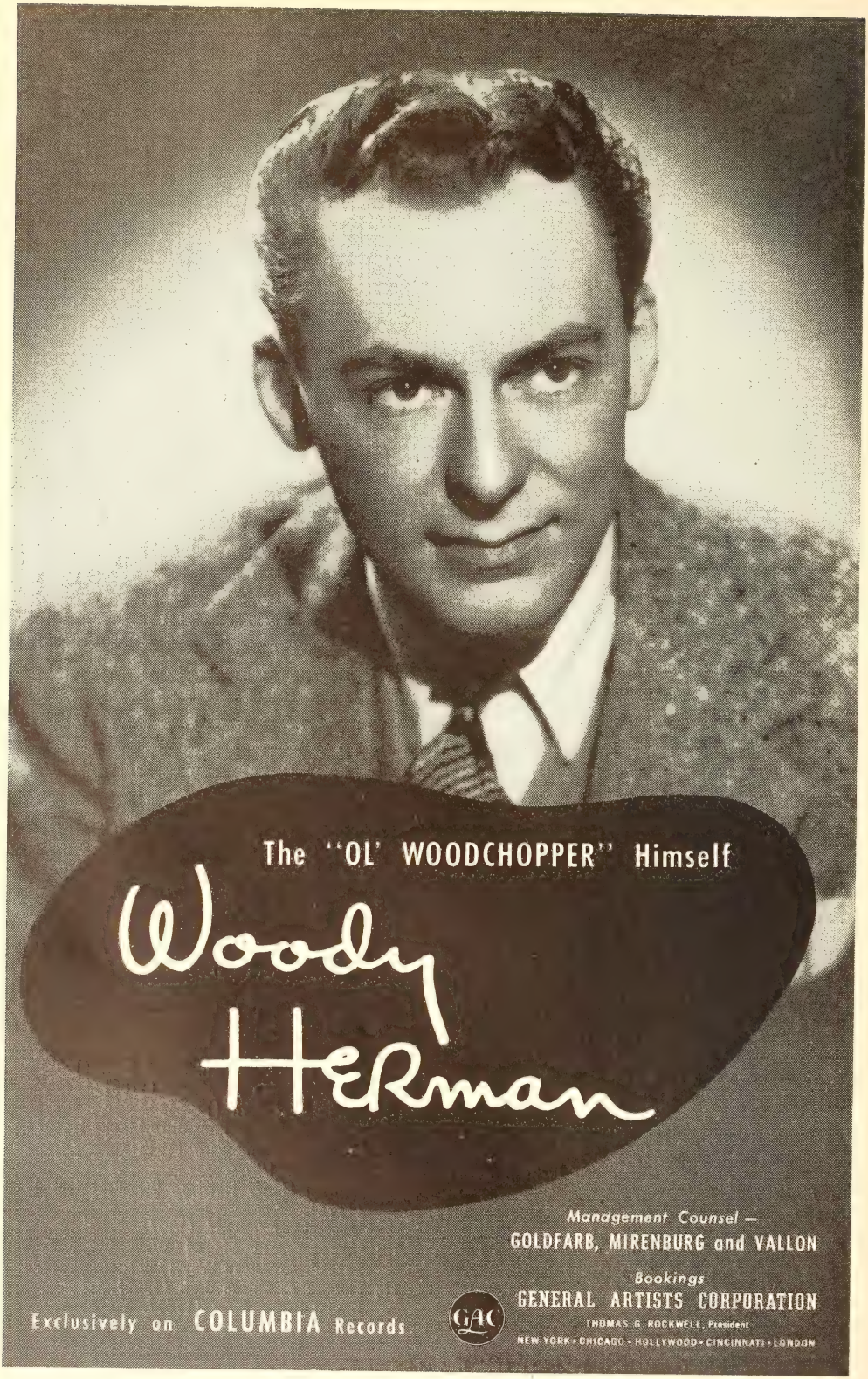
1947

JANUARY

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
2: Georgia Admitted (1788).
3: Battle of Princeton (1777).
4: Utah Admitted (1896).
5: Stephen Decatur Born (1779).
George Washington Carver Died (1943).
Week of Prayer, first week in January.
6: Carl Sandburg Born (1878).
New Mexico Admitted (1912).
7: Millard Fillmore, 13th President Born (1800).
8: Anniversary of the Battle of New Orleans (Louisiana).
Battle of New Orleans (1815) Holiday in Louisiana.
9: Connecticut Ratified the U. S. Constitution (1788).
Connecticut Admitted (1788).
10: Ethan Allen Born (1737).
11: Alexander Hamilton Born (1757).
12: John Singer Sargent Born (1856).
13: Salmon Portland Chase Born (1808).
14: First Written Constitution Adopted at Hartford, Conn. (1639).
15: Mathew B. Brady Died (1896).
17: Benjamin Franklin Born (1706).
Feast of St. Anthony.
18: Daniel Webster Born (1782).
19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
Edgar Allen Poe Born (1809).
20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
21: Foundation Day. In the Canal Zone.
Thomas Jonathan (Stonewall) Jackson Born (1824).
24: Gold discovered in Calif. (1848).
25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).
Scotch Poet Robert Burns Born (1759).
26: Michigan Admitted (1837).
General Douglas MacArthur Born (1880).
First A.E.F. landed in Ireland (1942).
Australia Day. Public Holiday in Australia.
27: Wolfgang Amadeus Mozart Born (1756).
Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).
28: Thomas Edison granted patent on his incandescent light (1880).
29: William McKinley Born (1843).
Kansas Admitted (1861).
30: Franklin D. Roosevelt Born (1882).
31: Franz Schubert Born (1797).
Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

FEBRUARY

1: Victor Herbert Born (1859).
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
2: Fritz Kreisler Born (1875).
2: Ground Hog Day.
Candlemas.
Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
3: Horace Greeley Born (1811).
4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
Charles Augustus Lindbergh Born (1902).
6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs.
7: Charles Dickens Born (1812).
8: Boy Scout Day.
9: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).
10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
11: Thomas A. Edison Born (1847).
Daniel Boone Born (1734).


The "OL' WOODCHOPPER" Himself
Woody Herman
Management Counsel —
GOLDFARB, MIRENBURG and VALLON
Bookings
GENERAL ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON
GAC
Exclusively on COLUMBIA Records

12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).
15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
16: Katharine Cornell Born (1898).
18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).
20: U. S. purchased the Danish West Indies (1917).
21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
21: Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).
23: Johannes Gutenberg Died (1468).
25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).
26: William F. Cody (Buffalo Bill) Born (1846).
27: Henry Wadsworth Longfellow Born (1820).
29: Leap Year. The name given to every year of 366 days.

MARCH

1: Nebraska Admitted (1867).
2: Texas Independence Day.
3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).
4: Pennsylvania Day.
Vermont Admitted.
5: Boston Massacre (1770).
6: Fall of the Alamo (1836).
7: Luther Burbank Born (1849).
Maurice Ravel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
8: Oliver Wendell Holmes, Jr. Born (1841).
9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).
10: Lillian D. Wald Born (1867).
11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).
12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
13: Standard Time established in U. S. (1884).
14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
15: Maine Admitted (1820).
Andrew Jackson Born (1767).
16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
18: Fast of Esther.
Grover Cleveland Born (1837).
19: William Jennings Bryan Born (1860).
21: First Day of Spring.
22: Emancipation Day (Puerto Rico).
23: Patrick Henry delivered his famous speech (1775).
25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
27: President Washington signed the act creating the U. S. Navy (1794).
29: John Tyler Born (1790).
30: Seward Day. Alaska (Not observed by Federal Employees).
31: Transfer Day. In the Virgin Islands.



APRIL

1: All Fools' Day.
2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
3: Washington Irving Born (1783).
4: Adoption of the present American Flag's design (1818).



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5: Elihu Yale Born (1648).
6: Army Day. Observed in New York and some other States by a display of flags and military parades.
Easter Sunday (1947).
7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes Born (1862).
12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (North Carolina).
13: Thomas Jefferson Born (1743).
14: Pan American Day.
15: Abraham Lincoln Assassinated (1865).
16: Charles Spencer Chaplin Born (1889).
17: Charter granted American Academy of Arts and Letters (1916).
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolph Hitler Born (1889).
21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas).
22: Arbor Day (Nebraska).
William Shakespeare Born (1564).
23: James Buchanan Born (1791).
St. George Day (English).
24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
25: War Declared with Spain (1898).
St. Mark's Day.
26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).
27: General U. S. Grant Born (1822).
28: James Monroe Born (1758).
Maryland Admitted (1788).
29: Sir Thomas Beecham Born (1879).
30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789).
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).

MAY

1: May Day.
Child Health Day.
Labor Day (Canal Zone).
Dewey's Victory in Manila (1898).
2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).
7: Robert Browning Born (1812).
8: V.E. Day (1945).
9: John Brown Born (1833).
Mothers-Day, second Sunday in May.
10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
11: Minnesota Admitted (1858).
12: Florence Nightingale Born (1820).
13: Mother's Day.
14: Rockefeller Foundation Granted Charter (1913).
15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
18: World Good-Will Day, formerly Peace Day.
19: First American Confederation of United Colonies of New England (1643).
20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
21: Lindbergh's Flight to Paris (1927).
22: National Maritime Day.
23: South Carolina Admitted (1788).
24: First Telegraph Message Sent (1844).
25: Ralph Waldo Emerson Born (1803).
27: Golden Gate Bridge, San Francisco opened (1937).
29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
31: Walt Whitman Born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).



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JUNE

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
7: Daniel Boone Day (Kentucky).
8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).
10: Franklin Drew Lightning from Sky (1752).
Henry M. Stanley Born (1841).
11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha Day. Celebrates the birthday of Kamehameha, first King of Hawaii. Observed in Hawaii.
12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.
15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
17: Bunker Hill Day. (In Massachusetts, Suffolk County).
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
20: West Virginia Day.
Father's Day, 3rd Sunday in June.
21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
22: Bolivarian Day (Canal Zone).
23: Penn Signs Peace Treaty With Indians.
24: San Juan Day (Puerto Rico).
25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
26: Virginia ratified the U. S. Constitution (1788).
First American Troops Land in France (1917).
27: Hellen Keller Born (1880).
28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Varsailles ending World War I signed (1919).
29: George Washington Goethals Born (1858).
St. Peter's Day.
30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).

JULY

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).
3: Idaho Admitted (1890).
John Singleton Copley Born (1737).
4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1883).
American pilots first participated in air raids over Germany (1942).
5: Admiral David G. Farragut Born (1801).
6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
7: U. S. annexed Hawaii (1898).



SYLVAN LEVIN

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8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
9: Elias Howe Born (1819).
10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
11: John Quincy Adams Born (1767).
12: Orangeman's Day.
13: Forrest's Day (Tennessee).
14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
15: St. Swithin's Day.
16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
17: Munoz Rivera's Birthday (Puerto Rico).
18: William Makepeace Thackeray Born (1811).
19: Franco-Prussian War Began (1870).
21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
28: Austria Declared War on Serbia (1914).
Volunteers of America Founder's Day.
29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
31: Feast of St. Ignatius De Loyola.

AUGUST

1: Colorado Day.
Beginning of World War I (1914).
2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed From Spain (1492).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
6: Feast of the Transfiguration.
7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
14: V-J Day.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
18: Virginia Dare Born (1587).
19: National Aviation Day.
Orville Wright Born (1871).
20: Benjamin Harrison Born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy Born (1862).
23: Oliver Hazard Perry Born (1785).
24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
26: Suffrage for Women—19th Amendment (1920).
27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
29: Oliver Wendell Holmes Born (1809).
30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

SEPTEMBER

1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field Born (1850).
3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).

VOX POP

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4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).
5: First Continental Congress (1774).
6: Lafayette Day.
First Battle of the Marne (1914).
7: James Fenimore Cooper Born (1789).
8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).
9: Admission Day (California—1850).
10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
13: Walter Reed Born (1851).
John Joseph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
16: Russians Burned Moscow (1812).
17: Constitution Day.
18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
19: Washington issued his farewell address to people of U. S. (1796).
21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
24: John Marshall Born (1775).
25: Balboa discovered the Pacific (1513).
25: Bill of Rights (1789).
26: George Gershwin Born (1898).
26: Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
26: Rosh Hashonah.
27: American Indian Day (4th Friday).
28: George Eugene Benjamin Clemenceau Born (1841).
29: Michaelmas Day.

OCTOBER

1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
3: Religious Education Week. First full week in Oct.
4: Rutherford B. Hayes Born (1822).
5: Yom Kippur.
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
6: Missouri Day.
National Business Women's Week, generally the second week of Oct.
7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
8: Edward Vernon Rickenbacker Born (1890).
9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
10: U. S. Naval Academy in Annapolis opened (1845).
11: Eleanor Roosevelt Born (1884).
11: Farmers' Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).
12: Columbus Day.
14: William Penn Born (1644).
15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
16: Noah Webster Born (1758).
17: Surrender of General Burgoyne at Saratoga (1777).
18: General Tojo Appointed Premier of Japan (1941).
Alaska Day.
19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt Born (1845).
24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
William Penn Born (1644).
26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
27: Navy Day.
Theodore Roosevelt Born (1858).
28: Dedication of Statue of Liberty (1866).
31: Hallowe'en.
Admission Day, Nevada (1864).

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CARLOS GASTEL

NOVEMBER

1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa Born (1854).
5: Guy Fawkes Day (English).
U. S. General Election Day.
6: John Phillip Sousa Born (1854).
7: Marie Skladouska Curie Born (1867).
American Art Week.
8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
9: Great Fire in Boston (1872).
American Education Week.
10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
11: Armistice Day, World War I.
Washington Admitted (1889).
13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
14: Robert Fulton Born (1765).
Book Week.
15: Pikes Peak discovered (1806).
16: Oklahoma Admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
18: Standard Time went into effect in the U. S. (1883).
19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
19: James A. Garfield Born (1831).
21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
23: Franklin Pierce Born (1804).
24: Zachary Taylor Born (1784).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
30: Winston Churchill Born (1874).

DECEMBER

2: Promulgation of the Monroe Doctrine (1823).
3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787)
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
13: Council of Trent (1545).
14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
15: Bill of Rights Day.
16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
20: First Electric Lights on Broadway (1880).
21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
23: George Washington Resigned Army Commission (1783).
24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
26: Battle of Trenton (1776).
27: Louis Pasteur Born (1822).
28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
31: New Year's Eve.


Ginny Simms
THE GINNY SIMMS SHOW
Friday Nights (CBS)

REPORT ON THE 20-YEAR CLUB

By H. V. KALTENBORN, *Founder, Twenty-Year Club*

IT ALL began on April 4, 1942, when the National Broadcasting Company gave me a dinner to mark the 20th anniversary of my first broadcast. This seemed a suitable occasion to launch an organization of radio pioneers so, with that modesty which distinguishes so many radio personalities, I decided to become the founder of radio's only Twenty-Year Club.



H. V. Kaltenborn

●

Because broadcasting on a large scale began in 1922, twenty years seemed a proper period. In addition, that made it just possible for the founder to qualify for membership.

Every effort has been made to contact those who are eligible, but some people are too retiring. All a person need do to join is to write a letter to me at 167 E. 64th Street, New York City, listing chronologically his career in radio. Mention of as many names and incidents as possible is desirable. Human interest stories recalling the inevitable pioneering difficulties are particularly wanted. The prospective member's two decades in radio must be unbroken. Nineteen forty-five was set as the limit from which to "pioneers of radio broadcasting" will not measure the 20 years so that the term lose its meaning.

In order to put the information received to useful purpose, it has been my pleasure to publish a roster of the Club members which is now in its fourth edition. Earlier editions of the Twenty-Year Club Book have found their places in many reference libraries where frequent use is made of them.

●

Another important purpose of the roster is to enable members to keep tabs on the people with whom they shared radio's beginnings. Time has caused many old friends to lose track of each other and the Twenty-Year Club Book has enabled scores of members to relocate each other. The book itself is a gold mine of information and unusual facts.

A sample is a record of what is perhaps the first fan letter ever received by a radio personality.

It was received by the late "first lady of radio," Vaughn De Leath, and said in part: "You have inaugurated a form of entertainment which will no doubt become very popular in the future."

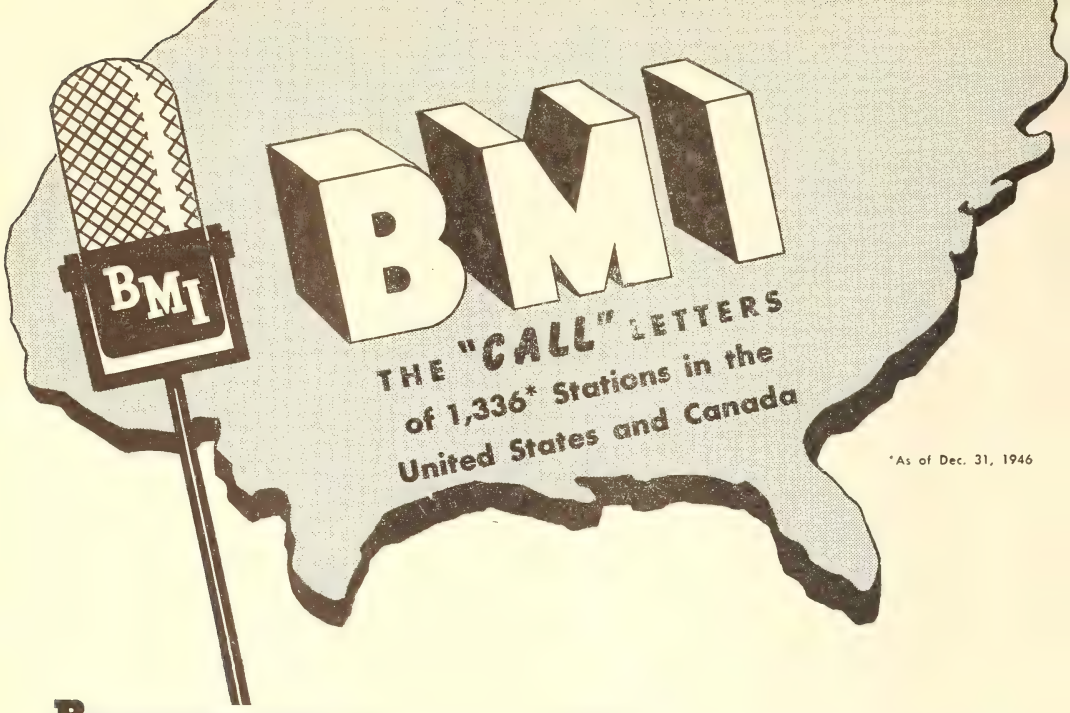
During the past two years, a wealth of additional information concerning the pioneers of radio broadcasting has reached the editor. The format adopted for the Twenty-Year Club book makes it impossible, however, to present more than the bare chronological outline of the interesting radio careers of the men and women who are so largely responsible for the creation and development of radio broadcasting in the United States, Canada and the British Isles.

As a result, the Club files now contain much material which will be placed at the disposal of those who will carry forward the task of preserving the history of radio's early years. Any information or suggestions that might advance this project will be very welcome.

●

The editor is frank to say that he did not realize what he was letting himself in for when he so blithely announced the publication of this roster. But he has been well rewarded by the pleasure of the occupation and the friendly cooperation of his radio colleagues. Radio has done so much for him that he is happy to have performed his minor service for radio.

The founder of the Twenty-Year Club is now organizing an Executive Committee which will include some fifty outstanding members of the Club. From this Committee, Officers and Club Committees will be chosen at the Club's first meeting. This will take place on April 11, 1947. Many of the Club's 250 members will attend. The 1947 edition of the Club Book will be published in time for the meeting. Plans will be discussed for writing and publishing a history of radio broadcasting in terms of the personal experiences of radio pioneers. To recall the triumphs and mistakes of the past will help us realize the greater triumphs of tomorrow.



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MUSIC FOR EVERY PROGRAM NEED—To provide broadcasters with a large and adequate variety of every type of music has been the aim of BMI since its inception. Year by year the BMI catalogue has steadily grown in size and in value. The 1947 repertoire of BMI music is more than 400% greater than it was six years ago.

BMI's repertoire of American folk music surpasses that of any other licensing agency. In the field of Latin-American music BMI is outstanding. In every other classification of music, current popular songs, dance music, hot jazz, serious and semi-classical, the BMI repertoire provides you with sufficient music to fill every program need.

THERE'S ALWAYS A BMI HIT FOR YOUR SHOW.

INDUSTRY OWNED AND OPERATED—BROADCAST MUSIC, INC. was established and is maintained and operated by and for the broadcasting industry.

Management of BMI is directed and guided by a Board of Directors elected by the broadcasting industry, and functions solely in your interest as a broadcaster.

WHEN IT'S BMI IT'S YOURS

BMI

...YOURS TO BUILD—

...YOURS TO PERFORM—

HOW YOU CAN BUILD A STRONGER BMI

Thanks to the support and cooperation of the broadcasting industry, BMI is strong now—you can make it even stronger.

BMI's strength comes from its family of 1,336 affiliated commercial stations; All of the national and regional networks, the important FM, Short-wave and Television broadcasters; Exclusive performing rights to more than 850,000 copyright selections from the catalogues of publishers throughout the country and from important publishers and performing rights societies in Mexico, Cuba, Brazil, France, Canada, Holland and Greece; An ever growing storehouse of current phonograph records featuring BMI-licensed music together with thousands of titles available in all the ET libraries.

These facts and figures show our strength. But as a broadcaster you can help to build an even stronger BMI. By making use of the many services and the various programming aids furnished you by BMI, and by the consistent and frequent use of BMI-licensed music, you can increase that strength manyfold.

HOW YOU CAN BOOST BMI PERFORMANCES

Keep your BMI Pin-Up Sheet posted conspicuously each month and perform all of the numbers it lists at least once each day.

The BMI Pin-Up Sheet is more than a colorful promotion piece. It is a carefully selected list of current popular songs chosen from the catalogues of hundreds of BMI affiliate publishers. It contains only those current numbers which are receiving all-out publisher exploitation. They are numbers of unquestioned quality and are the songs most accepted by name artists.

All BMI Pin-Up Tunes are potential hits, and they can be actual hits by the simple process of repeated radio performances. Radio has proved that it can make hit songs constantly.

BMI

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

IMPORTANT RADIO Telephone Numbers in NEW YORK

Radio Stations

WAAT (N. Y. Office)	REctor 2-5878
WBAM	PEnnsylvania 6-8600
WABD	PLaza 3-9800
WABF	RHinelander 4-1647
WCBS	WIckersham 2-2000
WBBR	MAin 4-9735
WBNX	MElrose 5-0333
WBYN	TRiangle 5-3300
WCAU (N. Y. Office)	WIckersham 2-2000
WCBW	MUrray Hill 6-6340
WEAF	CIrcle 7-8300
WEVD	BRyant 9-2360
WGN (N. Y. Office)	MUrray Hill 2-3033
WHN	BRyant 9-7800
WHOM	PLaza 3-4204
WIBX (N. Y. Office)	REgent 7-1154
WINS	BRyant 9-6000
WIP	MUrray Hill 3-9447
WJZ	CIrcle 7-5700
WLIB	BUckminster 7-5900
WLW	CIrcle 6-1750
WMCA	CIrcle 6-2200
WNBF (N. Y. Office)	MUrray Hill 2-5767
WNBT	CIrcle 7-8300
WNEW	PLaza 3-3300
WNYC	WOrth 2-5600
WOR	PEnnsylvania 6-8600
WOV	CIrcle 5-7979
WPAT (N. Y. Office)	PEnnsylvania 6-2945
WQXR	CIrcle 5-5566
WRUL (N. Y. Office)	PLaza 8-1085
WWRL	NEwtown 9-3300

National Networks

American Broadcasting Co.	CIrcle 7-5700
Columbia Broadcasting System	WIckersham 2-2000
Keystone Broadcasting System	LOngacre 3-2221
Mutual Broadcasting System	PEnnsylvania 6-9600
National Broadcasting Co.	CIrcle 7-8300

Station Representatives

Adam Young, Inc.	LOngacre 3-1926
John Blair & Co.	MUrray Hill 9-6084
Blue Network Co.	CIrcle 7-5700
The Branham Co.	MUrray Hill 6-1860
British Broadcasting Corp.	CIrcle 7-0656
Burn-Smith Co.	MUrray Hill 2-3124
Capper Publications, Inc.	MOhawk 4-3280
Forjoe & Co.	VAnderbilt 6-5080
Free & Peters, Inc.	PLaza 5-4130
Headley-Reed Co.	MUrray Hill 3-5469
George P. Hollingberry Co.	MUrray Hill 3-9447
The Katz Agency	WIsconsin 7-8620
Joseph Hershey McGillvra	MUrray Hill 2-8755
J. P. McKinney	CIrcle 7-1178
National Broadcasting Co.	CIrcle 7-8300
John H. Perry Associates	Murray Hill 4-1647
Edward Petry & Co.	MUrray Hill 2-4400
Pan American Broadcasting Co.	MUrray Hill 2-0810
John E. Pearson	PLaza 8-2255
Juan Piza	ELdorado 5-6788
Radio Advertising Corp.	MUrray Hill 2-2170
Radio Sales	WIckersham 2-2000
William G. Rambeau Co.	LExington 2-1820
Paul H. Raymer Co.	MUrray Hill 2-8689
Sears & Ayer	LExington 2-0772
The Walker Co.	MUrray Hill 2-7986
Weed & Co.	VAnderbilt 6-4542
Howard A. Wilson Co.	MUrray Hill 6-1230
Wood, Helen	REgent 7-1154

Advertising Agencies

N. W. Ayer & Son, Inc.	CIrcle 6-0200
Badger & Browning & Hersey	CIrcle 7-3719
Ted Bates, Inc.	CIrcle 6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado 5-5800
Benton & Bowles, Inc.	WIckersham 2-0400
Bermingham, Castleman & Pierce, Inc.	LExington 2-7550
The Biow Co., Inc.	CIrcle 6-9300
Brooke, Smith, French & Dorrance, Inc.	MUrray Hill 6-1800
Franklin Bruck Advertising Corp.	CIrcle 7-7660
Buchanan & Co.	MEdallion 3-3380
Campbell-Ewald Co. of N. Y.	CIrcle 7-6383
Calkins & Holden	WIckersham 2-6900
Cecil & Presbrey, Inc.	WIckersham 2-8200
Compton Advertising Inc.	CIrcle 6-2800
Dancer-Fitzgerald-Sample	WIckersham 2-4200
D'Arcy Advertising Co.	PLaza 8-2600
Doherty, Clifford & Shenfield, Inc.	BRyant 9-3140
Donohue & Coe	
Sherman K. Ellis & Co., Inc.	PLaza 5-7711
Erwin, Wasey & Co.	MOhawk 4-8700
William Esty & Co.	CAledonia 5-1900
Federal Advertising Agency, Inc.	ELdorado 5-6400
Foote, Cone & Belding	WIckersham 2-6600
Fuller & Smith & Ross, Inc.	MUrray Hill 6-5600
Gardner Advertising Co.	COlumbus 5-2000
Geyer, Cornell & Newell, Inc.	WIckersham 2-5400
Grant Advertising, Inc.	BRyant 9-6100
Lawrence C. Gumbinner	MUrray Hill 2-5680
The M. H. Hackett Co.	CIrcle 6-1950
Hill Advertising, Inc.	PLaza 3-7800
Hixon O'Donnell Adv., Inc.	BRyant 9-5950
Charles W. Hoyt Co., Inc.	MUrray Hill 2-0850
Ivey & Ellington, Inc.	MUrray Hill 2-5204
Kastor, Farrell, Chesley & Clifford, Inc.	COlumbus 5-6135
Joseph Katz Co.	WIckersham 2-2740
Kayton Spiero Co., Inc.	LOngacre 5-5090
Kenyon & Eckhardt, Inc.	PLaza 3-0700
Kiesewetter, Wetterau & Baker, Inc.	LExington 2-0025
Abbott Kimball Co., Inc.	PLaza 3-9600
Knox Reeves, Advertising, Inc.	MUrray Hill 4-3982
Kudner Agency	CIrcle 6-3200
Lennen & Mitchell, Inc.	MUrray Hill 2-9170
Marschalk & Pratt, Co.	VAnderbilt 6-2022
J. M. Mathes, Inc.	LExington 2-7450
Maxon, Inc.	ELdorado 5-2930
McCann-Erickson, Inc.	CIrcle 5-7000
McKee & Albright, Inc.	COlumbus 5-2058
C. L. Miller Co.	MUrray Hill 2-1010
Emil Mogul Co., Inc.	COlumbus 5-2482
Morse International, Inc.	LExington 2-6727
Newell-Emmett Co.	AShland 4-4900
Hixon O'Donnell Adv. Agency	BRyant 9-5950
Paris & Peart	CAledonia 5-9840
Peck Advertising Agency, Inc.	PLaza 3-0900
Pedlar & Ryan, Inc.	PLaza 5-1500
Redfield-Johnstone, Inc.	PLaza 3-6120
Arthur Rosenberg Co.	CHickering 4-4420
Ruthrauff & Ryan, Inc.	MUrray Hill 6-6400
Sherman & Marquette, Inc.	CIrcle 6-1550
Street & Finney	BRyant 9-2400
J. D. Tarcher & Co.	CIrcle 6-2626
J. Walter Thompson Co.	MUrray Hill 3-2000
Weiss & Geller, N. Y., Inc.	PLaza 3-4070

Warwick & Legler, Inc. ..... MUrray Hill 6-8585
Wm. H. Weintraub & Co., Inc. ..... CIrcle 7-4282
Ward Wheelock Co. ..... PLaza 3-7120
Young & Rubicam, Inc. ..... AShland 4-8400

Publications

Advertising Age ..... BRyant 9-6431
Advertising & Selling ..... CAledonia 5-9770
The Billboard ..... MEdallion 3-1615
Broadcasting ..... PLaza 5-8355
Metronome ..... PLaza 3-7253
Printers' Ink ..... MUrray Hill 3-6500
Radio Advertising (Rates and Data) .. LExington 2-6611
Radio Craft ..... REctor 2-9690
RADIO DAILY ..... WIsconsin 7-6336
Radio & Television Mirror ..... LExington 2-9050
Radio Retailing—Today ..... PLaza 3-1340
Radio & Television Weekly ..... WAlker 5-2576
Sales Management ..... MOhawk 4-1760
Standard Advertising Register ..... MEdallion 3-5850
Televisor, The ..... LOngacre 5-1683
Television ..... PLaza 3-5748
Tide ..... MUrray Hill 3-7700
Tune-In ..... CIrcle 5-8425
Variety ..... BRyant 9-8153

News Associations

Associated Press ..... CIrcle 6-4111
International News Service ..... MUrray Hill 2-0131
Press Association, Inc. ..... CIrcle 7-7363
Reuters ..... CIrcle 6-3960
Transradio Press Service, Inc. ..... MUrray Hill 2-4185
United Press ..... MUrray Hill 2-0400

Talent Agencies

James S. Appell ..... PLaza 3-7840
Batchelor Enterprises, Inc. ..... CIrcle 6-4224
Columbia Concerts, Inc. ..... CIrcle 7-6900
Consolidated Radio Artists, Inc. ..... COlumbus 5-3580
Frank Cooper Associates ..... VAnderbilt 6-5661
Wallace Downey, Inc. ..... CIrcle 6-6646
Evans & Salter ..... CIrcle 7-6900
Fanchon & Marco ..... CHickering 4-3956
Frederick Bros. Artists Corp. ..... CIrcle 6-2144
Moe Gale ..... LOngacre 3-0350
General Amusement Corp. ..... CIrcle 7-7543
William Gernannt ..... VAnderbilt 6-1750
Spencer Hare ..... MUrray Hill 2-0523
Hesse & McCaffrey ..... ELdorado 5-1076
Estella H. Karn ..... VAnderbilt 6-3860
Bob Kerr ..... COlumbus 5-8051
Mark J. Leddy ..... BRyant 9-1631
Ben B. Lipset, Inc. ..... CHickering 4-2466
A. & S. Lyons, Inc. ..... PLaza 3-5181
Management Corp. of America ..... WIckersham 2-8900
A. T. Michaud ..... CIrcle 7-2900
William Morris Agency, Inc. ..... CIrcle 7-2160
Music Corporation of America ..... WIckersham 2-8900
National Concert & Artists Corp. ..... PLaza 3-0820
James Peppe ..... PLaza 3-2636
Myron Selznick & James L. Saphier Co. .. CIrcle 7-6200
Stix, Thos. L. ..... CIrcle 7-2690
Roy Wilson (Wilson, Powell & Hayward) . PLaza 9-4961
The Standford-Zucker Agency ..... PLaza 3-0163

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co. ..... BRyant 9-1176
Advertisers Recording Service ..... CIrcle 6-0141
Air Features, Inc. ..... WIckersham 2-2700
American Institute of Food Products .... PLaza 3-7146
Arts Recording Studios & Recording Co. .. PLaza 8-0407
Asch Recording Studios ..... BRyant 9-3137
Associated Music Publishers, Inc. ..... BRyant 9-0845
Associated Radio & Television Prods. .. LOngacre 5-3710
Audio-Scriptions, Inc. ..... CIrcle 7-7690
Basch Radio Productions ..... MUrray Hill 2-8877
Broadcasting Program Service ..... BRyant 9-4324
Ted Collins ..... CIrcle 7-0094
Columbia Recording Corp. ..... CIrcle 5-7300
Decca Records, Inc. ..... COlumbus 5-2300
Federal Transcribed Programs, Inc. .. CAledonia 5-7530
Allen A. Funt Radio Productions .. MUrray Hill 4-6148
Wm. Gernannt ..... VAnderbilt 6-1750
H. S. Goodman ..... WIckersham 2-3338
Kent-Johnson, Inc. ..... PLaza 3-7246
Kermit-Raymond Corp. ..... ELdorado 5-5511
Lang-Worth Feature Programs ..... CIrcle 6-7410
Phillips H. Lord, Inc. ..... WIckersham 2-2211
Management Corp. of America .... WIckersham 2-8900
Charles Michelson ..... MUrray Hill 2-3376
Miller Broadcasting System, Inc. ..... CIrcle 6-0141
C. D. Morris Associates ..... PLaza 3-4144
Muzak Transcriptions, Inc. ..... BRyant 9-1246
NBC Radio-Recording Division ..... CIrcle 7-8300
Lilian Okun, Inc. ..... TRafalgar 7-8916
Donald Peterson ..... WIsconsin 7-0069
Radio Events, Inc. ..... MUrray Hill 6-3487
RCA Manufacturing Co. ..... AShland 4-7605
Reeves Sound Studios, Inc. ..... CIrcle 6-6686
Rockhill Radio, Inc. ..... ELdorado 5-1860
Bernard L. Schubert, Inc. ..... PLaza 3-4670
Henry Souvaine, Inc. ..... CIrcle 7-5666
Standard Radio ..... PLaza 3-6690
Transamerican Broadcasting & Television Corp. ..... PLaza 5-9800
Transcribed Radio Shows, Inc. ..... LOngacre 5-3440
Thomas J. Valentino, Inc. ..... CIrcle 6-4675
Victor Recording Laboratory ..... MUrray Hill 4-6200
Wolf Associates, Inc. ..... PLaza 5-7620
World Broadcasting System, Inc. .. WIckersham 2-2100
F. W. Ziv, Inc. ..... PLaza 3-9612

Organizations, Unions and Government Agencies

Actors' Equity ..... BRyant 9-3550
Advertising Club ..... CAledonia 5-1810
Advertising Federation of America .... BRyant 9-0430
AAAA ..... LExington 2-7980
American Communications Assn. ..... COrtlandt 7-3947
American Federation of Musicians ..... PLaza 8-0600
AFRA ..... VAnderbilt 6-1810
Army U. S., Information Service ..... WOrth 2-1882
ASCAP ..... COlumbus 5-7464
American Television Society ..... VAnderbilt 6-0600
ANA ..... MUrray Hill 5-9167
Broadcast Music, Inc. ..... PEnnsylvania 6-5466
Coordinator of Inter-American Affairs ... CIrcle 6-4400
Federal Communications Comm. ..... CAnal 6-4000
Federal Trade Commission ..... WHitehall 3-8000
Institute of Radio Engineers ..... MEdallion 3-5661
Music Publishers' Protective Association .. CIrcle 6-3084
NAB—New York City ..... MUrray Hill 2-1963
NAPA ..... CIrcle 7-8194
Professional Music Men, Inc. ..... COlumbus 5-7362
Radio Writers Guild ..... MUrray Hill 5-6930
SESAC, Inc. ..... MUrray Hill 5-5365
Song Writers' Protective Association .. COlumbus 5-3758
Television Broadcasters Ass'n, Inc. .. LAckawanna 4-4788
U. S. Navy, Radio Section ..... BRyant 9-1710
Women's National Radio Committee ..... CIrcle 7-4108
Writers' Board ..... BRyant 9-6937

Hotels

Algonquin ..... MUrray Hill 2-0100
Ambassador ..... WIckersham 2-1000
Astor ..... CIrcle 6-6000
Biltmore ..... MUrray Hill 9-7920
Commodore ..... MUrray Hill 6-6000
Edison ..... CIrcle 6-5000
Lincoln ..... CIrcle 6-4500
Lombardy ..... PLaza 3-8600
New Weston ..... PLaza 3-4800
New Yorker ..... MEdallion 3-1000
Park Central ..... CIrcle 7-8000
Pennsylvania ..... PEnnsylvania 6-5000
Plaza ..... PLaza 3-1740
Ritz Carlton ..... PLaza 3-4600
Ritz Tower ..... WIckersham 2-5000
Roosevelt ..... MUrray Hill 6-9200
St. Moritz ..... WIckersham 2-5800
St. Regis ..... PLaza 3-4500
Savoy Plaza ..... VOlunteer 5-2600
Sherry Netherland ..... VOlunteer 5-2800
Vanderbilt ..... AShland 4-4000
Waldorf-Astoria ..... ELdorado 5-3000
Warwick ..... CIrcle 7-2700

IMPORTANT RADIO Telephone Numbers in CHICAGO

Radio Stations

KSTP (Chicago office)	SUPerior 8659
WAAF	RANdolph 1932
WAIT	FRAnklin 0660
WBBM	WHItehall 6000
WCAU (Chicago office)	SUPerior 5072
WCBD	SEEly 8066
WCFL	SUPerior 5300
WCRW	LINcoln 2188
WEDC	CRAwford 4100
WENR	DELaware 1900
WGES	SEEly 8066
WGN	SUPerior 0100
WHFC	LAWndale 8228
WHIP	DEArborn 8600
WIND (Chicago office)	STAte 4176
WJJD	STAte 5466
WLS	MONroe 9700
WLW (Chicago office)	STAte 0366
WMAQ	SUPerior 8300
WMBI	MIChigan 1570
WMCA (Chicago office)	SUPerior 5072
WOR (Chicago office)	SUPerior 5110
WSBC	MONroe 9060
W51C	STAte 1357

National Networks

American Broadcasting Co	DElaware 1900
Columbia Broadcasting System	WHItehall 6000
Keystone Broadcasting System	STate 4590
Mutual Broadcasting System	WHItehall 5060
National Broadcasting Co	SUPerior 8300

Station Representatives

John Blair & Co	SUPerior 8659
The Branham Co	CENtral 5726
Burn-Smith Co	CENtral 4437
Capper Publications	CENtral 5977
Cox & Tanz	FRAnklin 2095
The Foreman Co	FRAnklin 2359
Free & Peters	FRAnklin 6373
Headley-Reed Co	FRAnklin 4686
George P. Hollingbery	STAte 2898
Hal Holman Co	FRAnklin 0016
The Katz Agency	CENtral 4006
Joseph Hershey McGillvra	STAte 5282
J. P. McKinney & Son	SUPerior 9866
National Broadcasting Co	SUPerior 8300
John E. Pearson Co	FRAnklin 2359
John H. Perry Associates	HARrison 8085
Edward Petry & Co	DELaware 8600
Radio Sales	WHItehall 6000
Radio Advertising Corp	CENtral 1742
William G. Rambeau Co	ANDover 5566
Paul H. Raymer Co	SUPerior 4473
Reynolds-Fitzgerald, Inc.	STAte 4294
Sears & Ayer	SUPerior 8177
Spot Sales, Inc	FRAnklin 8520
The Walker Co	STAte 5262
Weed & Co	RANdolph 7730
Howard H. Wilson Co	CENtral 8744

Advertising Agencies

Aubrey, Moore & Wallace Inc	RANdolph 0830
N. W. Ayer & Son, Inc	RANdolph 3456
BBDO	SUPerior 9200
Dancer-Fitzgerald-Sample	STAte 3800
Buchanan & Co	DELaware 5522
Leo Burnett Co.	CENtral 5959
Campbell-Ewald Co.	CENtral 1946
The Caples Co	SUPerior 6016
Critchfield & Co.	SUPerior 3061
Doremus & Co	CENtral 9132
Sherman K. Ellis & Co	HARrison 8612
Erwin, Wasey & Co., Ltd	RANdolph 4952
Albert Frank-Guenther Law, Inc	DEArborn 8910
Foote, Cone & Belding	SUPerior 4800
Goodkind, Joice & Morgan	SUPerior 6747
Grant Advertising, Inc	SUPerior 6500
Henri, Hurst & McDonald, Inc	SUPerior 3000
H. W. Kastor Advertising Co., Inc	CENtral 5331
W. E. Long Co	RANdolph 4606
MacFarland, Aveyard & Co	RANdolph 9360
Maxon, Inc.	DELaware 3536
McCann-Erickson, Inc.	WEBster 3701
McJunkin Advertising Co	STAte 5060
C. L. Miller Co	CENtral 1640
Mitchell-Faust Advertising Co	STAte 6610
Needham, Louis, & Brorby	STAte 5151
Presba, Fellers & Presba	CENtral 7683
L. W. Ramsey Co	FRAnklin 8155
Roche, Williams & Cleary	RANdolph 9760
Ruthrauff & Ryan, Inc	FRAnklin 0485
Schwimmer & Scott	DEArborn 1815
Russell M. Seeds Co	DELaware 1045
Sherman & Marquette, Inc	DELaware 8000
J. Walter Thompson Co	SUPerior 0303
Wade Advertising Agency	STAte 7369
Weston-Barnett	WHItehall 7725
Young & Rubicam, Inc	CENtral 9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co	CENtral 5275
Columbia Recording Corp	WHItehall 6000
Decca Records, Inc	DELaware 8800
Estelle Lutz Artists Bureau	HARrison 3435
William Morris Agency, Inc	STAte 3632
Music Corporation of America	DELaware 1100
NBC Radio Recording Division	SUPerior 8300
James Parks Co	CENtral 7980
RCA Manufacturing Co	WHItehall 4600
Radio Recording Studios	EDGewater 6461
Standard Radio, Inc.	STAte 3153
Carl Wester & Co	RANdolph 6922
World Broadcasting System	SUPerior 9114

News Agencies and Associations

Associated Press	STAte 7700
International News Service	ANDover 1234
RADIO DAILY	OAKland 4545
Press Association, Inc	STAte 4581
Transradio Press Service	STAte 7904
United Press	RANdolph 3666

Organizations and Unions

American Federation of Musicians	STAte 6063
American Federation of Radio Artists	SUPerior 6517
Ascap	STAte 8289
Association For Education By Radio	DEArborn 7801
Radio Council	DEArborn 7801

IMPORTANT RADIO Telephone Numbers in LOS ANGELES

Radio Stations

KECA	HIllside 8231
KLAC	FItzroy 1231
KFI	FAirfax 2121
KFOX	MUtual 2510
KFPY (L. A. Office)	HOllywood 5408
KFVD	DRexel 2391
KFWB	HEmpstead 5151
KGER	MAdison 2551
KGFJ	HIllside 0201
KGIR (L. A. Office)	HOllywood 5408
KHJ	HOllywood 8111
KIEV (Glendale)	CHapman 5-2388
KLAC	HIllside 1161
KMPC	HOllywood 5341
KNX	HOllywood 1212
KPRO (Riverside)	RIverside 6290
KRKD	TUcker 7111
KSFO (L. A. Office)	HOllywood 8282
KWKW (Pasadena)	RYan 1-6744
KXL (L. A. Office)	HOllywood 5408
KXL (L. A. Office)	HOllywood 5408
KXLA (Pasadena)	RYan 1-6991
XEMO	Olympia 7002

Networks

American Broadcasting Co.	HIllside 8231
Columbia Broadcasting System, Inc.	HOllywood 1212
Between 11 P.M. and 8 A.M.	HOllywood 7052
Don Lee Broadcasting System	HOllywood 8111
Hispano Spanish Broadcasting Co.	MIchigan 4433
Mutual Broadcasting System	HOllywood 8111
National Broadcasting Co.	HOllywood 6161
United-Pacific Network	EXposition 1339

Station Representatives

Associated Recorded Program Service	HOllywood 8318
Lewis H. Avery	TUcker 2095
Walter Biddick Co.	RIchmond 6184
John Blair & Company	GRanite 6103
Howard C. Brown Company	HOllywood 6045
Burn-Smith Co., Inc.	RIchmond 6184
Crawford & Sons	HIllside 9211
Forjoe & Co.	VAndyke 9885
Foster Advertising Service	TRinity 3419
Free & Peters	HOllywood 2151
Gene Grant & Co.	GRanite 9596
W. S. Grant Co.	VAndyke 6341
Homer Griffith Co.	HOllywood 6281
Headley-Reed Company	VAndyke 1725
Joseph Hershey McGilivra, Inc.	DRexel 4388
Katz Agency, Inc.	TUcker 3219
National Association of Broadcasters	GRanite 7166
John Pearson Co.	DRexel 4388
Edward Petry Company	MIchigan 8729
Radio Advertisers Co.	HOllywood 6281
Radio Sales	HOllywood 1212
Wm. G. Rambeau Co.	MUtual 2317
Paul H. Raymer Co.	VAndyke 1901
Universal Radio Sales	HOllywood 8282
Walker Co.	FAirfax 3200
Weed & Company	HIllside 8611
Howard H. Wilson Co.	FAirfax 3200
Adam J. Young, Jr.	MIchigan 6203

Advertising Agencies

Abbott-Kimball Co., Inc.	TRinity 7575
Adair & Associates	HIllside 8450
R. H. Alber	PRospect 3331
Advance Advertising Agency	HEmpstead 8560
Allen Adv. Agency	BRadshaw 2-3336
Allen-Marshall	DRexel 5163
Allied Adv. Agency	DRexel 7331
Thos. J. Andre	HOllywood 3116
Associated Broadcast Adv. Co.	HOllywood 1488
Atherton & Greshan	HOllywood 7151
E. Emmett Atkinson	Ryan 1-7162
N. W. Ayer & Sons, Inc.	HEmpstead 4871
Ayres Agency	HEmpstead 8171
Babcock Adv. Agency	BRadshaw 2-2205
Ted H. Ball	HOllywood 7127
Bass-Luckoff of Hollywood	HOllywood 6857
Ted Bates, Inc.	HOllywood 2161
Batten, Barton, Durstine & Osborn (Hollywood Office)	HOllywood 7337
(Los Angeles Office)	MIchigan 1354
Benton & Bowles Inc.	HIllside 9151
The Biow Co.	HEmpstead 2377
Botsford Constantine & Gardner	MIchigan 1427
Brisacher, Van Norden & Staff	MIchigan 8763
Broadcast Adv.	EXposition 1339
Buchanan & Co. Inc. (Beverly Hills)	BRadshaw 2-1162
(Los Angeles)	MUtual 6316
Bert Butterworth	HOllywood 7263
Campbell-Ewald	RIchmond 6204
The Caples Co.	MUtual 4143
Walter R. Carle	HIllside 7822
Ralph Carson	HOllywood 8732
Connors & Co.	HEmpstead 7101
Compton Adv. Inc.	HOllywood 8107
Dancer, Fitzgerald, Sample	HEmpstead 8166
D'Arcy Agency	HOllywood 4994
Dunn-Fenwick & Company	DRexel 7305
ESB & Associates	HOllywood 5827
Wm. Estey & Co.	HIllside 2183
Fishell, Gardner & Associates	FItzroy 2568
Foote, Cone & Belding (Hollywood)	HOllywood 6265
(Los Angeles)	MIchigan 7651
John Freiburg & Co.	MIchigan 8286
Garfield & Guild	DRexel 8131
General Adv. Agency	HEmpstead 5129
Geyer, Cornell & Newell	GRanite 6141
Glasser-Gailey & Co.	FItzroy 2141
John Guedel Radio Prods.	HEmpstead 5186
Guggenheim Enterprises	HEmpstead 4133
M. C. Hill & Co.	GRanite 1582
Hillman-Shane	PRospect 4345
Sixson-O'Donnell	MUtual 8331
Honig-Cooper	PRospect 5317
Hollywood Adv. Agency	HOllywood 3636
George C. Hoskin Associates	HEmpstead 4153
Hovey Associates	HEmpstead 8983
Jaffe & Jaffe	FItzroy 3104
W. C. Jeffries Co.	RIchmond 0992
Kaster, Farrell Chesley & Clifford, Inc.	HOllywood 8148
Raymond Keane	TRinity 2915
Kemmerrer, Inc.	HEmpstead 6795
Kenyon & Eckhardt	HIllside 8368
William Kester	HEmpstead 5522
J. B. Kiefer	Exposition 3153
Lennon & Mitchell Co.	CRestview 1-7221
Lenz Adv. Agency	HOllywood 3906
Billy Leyser	SUnset 10585
Lockwood-Shackelford (Hollywood)	GLadstone 6131
(Los Angeles)	TRinity 9801
McCann-Erickson (Hollywood)	HIllside 8268
(Los Angeles)	MUtual 1181
McKee-Albright	HOllywood 8363
The Mayers Co.	PRospect 0101
Manson-Gold	HIllside 4275
Dan B. Miner	RIchmond 3101
Raymond R. Morgan	HEmpstead 4194
Needham, Louis & Brobry	GRanite 7186
Mike Newman & Associates	GLadstone 6793
Paul E. Newman Co.	DRexel 5303



Remember these winners in '47

▶ ***ABC's key stations are out to beat their record-breaking 1946 national spot sales billings . . .***

Last year was an exciting year for these ABC stations! The same step-up in national spot billings continued from '45. Figures over a ten months' period show a 21.3% increase in 1946 . . . a clear indication that advertisers who want *more* for *less* are swinging to ABC.

Added highlights of the year: thanks to ABC programming and Spot Sales representation, American Pacific Network sales jumped 14.5% from 1945 . . . WMAL, the Washington Star's station in the nation's capital (which ABC Spot Sales represent), showed 22% increase over the past year.

And now ABC Spot Sales will open a new office in Detroit, on January 15, 1947. So you can see the new year will be bigger than ever for ABC. It's gratifying to know we're a "going" concern, but it's even more gratifying to realize that we've made so many new friends this past year. We'll do our level best to justify their confidence in us this coming year and make 1947 a record-breaker!

American Broadcasting Company

ABC KEY STATIONS REPRESENTED BY SPOT SALES OFFICES AT:

NEW YORK	CHICAGO	SAN FRANCISCO	LOS ANGELES	DETROIT
33 West 42nd St.	Civic Opera Bldg.	155 Montgomery St.	1440 N. Highland Ave.	Stroh Bldg.

Frank Oxarart Co. ..... EXposition 4191
Pacific Coast Adv. ..... HEmpstead 5186
Pardee Cash & Associates ..... HOllywood 7201
Pedlar & Ryan, Inc. ..... Gladstone 1630
Porter & Associates ..... HOllywood 1488
Potts-Turnbull Co. ..... MUtual 6189
Ralph L. Power ..... MUtual 5277
Radio Sales ..... HOllywood 1212
Robert B. Raisbeck ..... HOllywood 4173
L. W. Ramsey Co. ..... HOllywood 3523
Frank Roche Associates ..... HOllywood 5363
A. James Rouse Co. ..... BRadshaw 2-1772
Ross, Gardner & White ..... DRexel 7211
Ruthrauff & Ryan ..... HIllside 7593
Ross Sawyer ..... WEbster 6275
Scholts Adv. Service ..... MIchigan 2396
Russell M. Seeds Co. ..... HEmpstead 5186
Michael Shore ..... GRanite 1138
Dean Simmons ..... OLympic 7002
Smith, Buff & McCreery ..... HEmpstead 5671
Ralf M. Spangler ..... HEmpstead 5129
Barton A. Stebbins ..... TRinity 8821
Sudler Culbreth Co. ..... TRinity 0709
Arthur W. Stowe ..... DRexel 8138
T. Walter Thompson Co. (Hollywood) ... HIllside 7241
(Los Angeles) MAdison 2661
Thorsen-Hardin ..... HIllside 7147
The Tullis Co. ..... (Los Angeles) MUtual 6361
(Hollywood) .. HOllywood 2701
Louis Victor ..... GRanite 5673
Ward Wheelock Co. ..... HIllside 9221
Warwick-Legler, Inc. ..... HEmpstead 8163
R. W. Webster ..... TRinity 2153
Adolphe Wendland & Associates ..... Fltzroy 2568
Paul Winans ..... MIchigan 3884
Wookey & Roman ..... HOllywood 8217
Young & Rubicam ..... HOllywood 2734

Program Producers and Transcription and Recording Companies

Air-Check Co. ..... GLadstone 2189
All Star Radio Prods. ..... GRanite 6196
Allied Mfg. Co. ..... HOllywood 5107
American Broadcasting Co. ..... HIllside 8231
Argonaut Productions, Inc. ..... GRanite 9703
Associated Recorded Program Service .. HOllywood 8313
Associated Studios Broadcasting and Recording ..... HIllside 0191
Audio Products Co. ..... CHarleston 6-7477
Walter Biddick Co. ..... RIchmond 6184
Anson Bond Prods ..... CRestview 5-6151
Eddie Bracken Radio Prods. ..... CRestview 5-1116
Bride & Groom ..... DRexel 4391
Howard C. Brown ..... HOllywood 6045
Smiley Burnette Rancho Records ..... SUnset 1-1437
The Cardinal Company ..... HEmpstead 1177
Capitol Transcriptions ..... HOllywood 8171
Edmund L. Cashman ..... GRanite 8332
C. & F. Radio Prods. ..... GRanite 3171
Cinesound ..... GLadstone 0158
Leslie Clucas ..... HOllywood 5111
Coleman-Maxwell-Stanley Prods. ..... HOllywood 4464
Command Radio Productions, Inc. ..... GRanite 7450
Columbia Recording Company ..... GRanite 4134
Columbia Pacific Network ..... HOllywood 1212
Continental Radio and Television Productions ..... HEmpstead 8171
Commercial Radio Prods. ..... GLadstone 2915
Consolidated Broadcasting ..... WAlnut 5322
Frank Cooper ..... HOllywood 3737
Patrick Michael Cunning ..... HIllside 5915
Joan Davis Enterprises ..... CRestview 1-7249
Decca Recording Division ..... HOllywood 5191
Ken Dolan & Co. ..... HOllywood 3558
Hobart Donavan ..... HEmpstead 4290
Draesemer, Isabelle ..... HIllside 1782
Dudley & Runions ..... GLadstone 0024
Eccles Disc Recordings ..... Hillside 8351
Eight-to-the-bar-Ranch ..... CRestview 6-3193
Electro-Vox Recording Studios ..... GLadstone 2189
F. W. Ferrin Company ..... HOllywood 3628
Arthur W. Friell Radio Prods. ..... HEmpstead 6879
Edward Forman Radio Prods. ..... HEmpstead 7648
S. Clark Fulks ..... NOrmandie 2-0234
Galaxy Prods. ..... HEmpstead 6879
Grace Gibson ..... GRanite 5543
Ted Gifford ..... RIchmond 9587
Goddard Radio Prods. ..... EXposition 3882
Robert Gordon & Co. ..... YOrke 8111
John Guedel Radio Prods. ..... HEmpstead 5186
Hispano Broadcasting ..... MIchigan 4433
Hollywood Music Recording Studios .. HEmpstead 5407
Tom Hubbard & Associates ..... HEmpstead 2339
International Artists, Inc. ..... HOllywood 9718
International Recording Studios ..... HOllywood 7391
Harry Jacobs Prods. ..... CRestview 5-2871
Sam Kerner, Inc. ..... HIllside 7239
Keystone Broadcasting Systems ..... HOllywood 5338
Arthur Kurlan ..... YOrke 7101
Lou Levy ..... CRestview 6-3193
Kennet Long ..... HIllside 0191
Life of Riley Prods. ..... HIllside 0963
C. P. MacGregor ..... Fltzroy 4191
Haven MacQuarrie ..... CRestview 6-7162
Marshall-More, Inc. ..... HEmpstead 1354
Master Theatre Radio Prods. ..... BRadshaw 2-4070
Masterson-Reddy-Nelson ..... DRexel 4391
Hampton Mauvais ..... HEmpstead 1177
Allan Meltzer, Inc. ..... CRestview 6-4134
Les Mitchel Prods., Inc. ..... CRestview 1-5275
Thos. Moody & Associates ..... FAirfax 1127
Raymond R. Morgan ..... HEmpstead 4194
Music City-Glenn Wallichs ..... HOllywood 8211
NBC Radio-Recording Division ..... HOllywood 6161
Nyani Radio Productions ..... GRanite 1551
On-The-Air, Inc. ..... GRanite 3191
B. D. Prager ..... GLadstone 5013
Puett, Lampson & Puett ..... HEmpstead 8443
Precision Recording Co. ..... WAlnut 8219
Radio Corp. of America RCA Victor Division ..... HIllside 5171
Radio Producers of Hollywood ..... HOllywood 6506
Rec-Art Studio ..... PRospect 9232
Radio & Television Arts Academy .... EXposition 9395
Rancho Records (Smiley Burnette) .... SUnset 1-1437
Radio Transcription Co. of America .. HOllywood 8318
Jack Rourke Prods. ..... GRanite 1950
James L. Saphier ..... CRestview 1-7231
Saint Enterprises, Inc. ..... BRadshaw 2-3810
Six Thousand Sunset Radio Center ... HEmpstead 6811
Sound Services Inc. ..... HEmpstead 1136
Stage No. 8 ..... HIllside 5915
Stanley, Kramer, Lyon ..... HEmpstead 4853
Standard Broadcasting Co. ..... HOllywood 6908
Standard Radio, Inc. ..... HIllside 0188
Studio & Artists Records ..... HIllside 8241
Swart-Carter ..... HEmpstead 1337
Telecomics, Inc. ..... GLadstone 2591
Telefilms, Inc. ..... HOllywood 7205
Teleways Radio Productions, Inc. .... CRestview 6-7238
Trans-World Prods. ..... HEmpstead 1354
Truth & Consequences ..... HOllywood 2901
Twentieth Century Recordings, Inc. ..... HIllside 9947
Twentieth Century Records, Inc. ..... GRanite 5191
Universal Radio Prods. of Hollywood, Inc. ..... HOllywood 8282
Universal Radio Prods. ..... CRestview 1-5275
Valle Vodra, Inc. ..... HIllside 8161
Vinson, Owen & Co. ..... NOrmandie 1-0654
Voice of Prophecy, Inc. ..... CHapman 5-2349
S. M. Williams ..... HOllywood 1568
Woodworth-White ..... CRestview 6-7055
World Broadcasting System ..... HOllywood 6321
Wright Carter Radio-Television Prods. ..... HOllywood 3636
Frederick W. Ziv Co. ..... HEmpstead 3248

Radio Artists Agencies

Larry Allen, The ..... HEmpstead 0421
American Federation of Radio Artists .. HIllside 5125
Berg-Allenberg ..... CRestview 6-3131
Herman Bernie ..... CRestview 5-0117
Phil Bloom ..... CRestview 1-3353
Flo Brown-Jan Grippo ..... HEmpstead 4879
Ralph Blum ..... CRestview 6-6909
Sue Carol & Associates ..... CRestview 1-8151
William B. Charney ..... HOllywood 1131
Hallam Cooley ..... CRestview 5-6161
Everett N. Crosby Ltd. ..... CRestview 1-1171
Ken Dolan & Company ..... HOllywood 3553
Donaldson-Middleton ..... CRestview 1-5181

it seems only yesterday...

THE NYLON LINE



TODAY—WE'RE BACK TO SELLING

Only yesterday they stood in line . . . triumphant if they could carry home a pair or two of nylons. Today, they look at gauge and denier and color. Today they look at brands. And not in nylons alone, but in *more and more kinds* of consumer products.

That's why we're back to advertising for sales' sake — to advertising that delivers the most coverage and impact for each dollar invested.

In network radio, the medium which delivers the most for the dollar is Mutual—in coverage and cost per 1000.

Mutual's daytime coverage is over 28,750,000 — 84% of U.S. radio homes. Mutual does a great job in the major metropolitan areas and is dominant in more "one-station markets" than all other networks combined.

Mutual reaches and sells people where they live and earn and buy. That's why when you're buying to sell — Mutual is your best network buy. Ask for our story—"more for your advertising dollar."

YOUR BEST BUY TO SELL IS MUTUAL BROADCASTING SYSTEM

WORLD'S LARGEST NETWORK

IMPORTANT PHONE NUMBERS IN *Los Angeles*

E. A. Dupont Agency	CRestview 6-4168
Harry E. Edington	CRestview 1-6239
Maren Elwood	HEmpstead 9810
Famous Artists Corp	CRestview 1-5222
George Frank, Inc.	HIllside 3188
Frederick Bros. Agency, Inc.	CRestview 1-6244
Charles Garland	CRestview 1-7357
Bruce Gear	CRestview 5-3035
General Artists Corp.	CRestview 1-8101
Nat Goldstone	CRestview 6-1071
Mitchell Hamilburg	CRestview 1-5108
Walter Herzbrun	CRestview 6-4157
Lou Irwin	CRestview 1-7131
Sam Jaffe	CRestview 6-6121
Walter Kane	CRestview 6-2396
Sam Kerner	HIllside 7239
M. C. Levee	CRestview 1-5781
A. & S. Lyons, Inc.	CRestview 1-6131
MacQuarrie	CRestview 6-7162
Reg. D. Marshall	HOllywood 8238
John Mashio	CRestview 6-7015
MCA Artists, Ltd.	CRestview 6-2001
Monter-Gray	CRestview 1-1191
Wm. Morris Agency	CRestview 1-6161
National Concert & Artists Corp.	CRestview 1-7121
Orsatti Agency	CRestview 6-6241
Polan & Rosenberg	CRestview 6-4900
Art Rush, Inc.	HIllside 5161
Louis Rantz	CRestview 6-1071
Harold Rose	CRestview 6-7049
Salkow Agency	CRestview 1-9134
David S. Samuels	GRanite 3693
James L. Saphier	CRestview 1-7231
Philip M. Schiefer	CRestview 5-2844
Melville A. Shauer	CRestview 1-1103
Edward Sherman	CRestview 5-0186
Louis Shurr	CRestview 1-1116
Arthur Silber-Ray Cooper	HIllside 7219
The Small Co.	HOllywood 2722
E. T. Somlyo	CRestview 6-2042
Stanley-Kramer-Lyon	HEmpstead 4853
Frank Stempel	CRestview 1-5121
John A. Stewart	YOrke 7191
Samuel H. Stiefel	CRestview 1-5691
Ullman-Gertz	CRestview 1-5669
Rudy Vallee Presents	HIllside 8161
Frank W. Vincent	CRestview 6-2042
A. George Volck	CRestview 6-3121
Charles Wendeling	CRestview 6-2348
Daniel M. Winkler	CRestview 1-7244
Wookey & Gwynn	HIllside 6828
Bill Woolfenden	CRestview 1-6244

Publications

Broadcasting Publications	GLadstone 7353
Contact Book	HIllside 9211
Hollywood Reporter	HIllside 7411
RADIO DAILY	GRanite 6607
Radio Life	HEmpstead 2025
Radio Artists Directory	HIllside 0101
Radio News (Pasadena)	SYcamore 3-8139
(Radio Writers Guild)	GLadstone 7128
Radio News Magazine	TUcker 9213
Radio-Television News	HIllside 7131
Variety	HOllywood 1141

Hotels

Ambassador	DRexel 7011
Bel Air	ARizona 9-3793
Beverly Hills	CRestview 1-8131
Beverly Wilshire	CRestview 6-7111
Biltmore	MIchigan 1011
Drake	HOllywood 2241
Garden of Allah	HOlywood 3581
Hollywood Hotel	HEmpstead 4181
Hollywood Knickerbocker	GLadstone 3171
Hollywood Plaza	GLadstone 1131
Ravenswood Apt. Hotel	HOllywood 5391
Roosevelt	HOllywood 2442
The Town House	EXposition 1234

IMPORTANT RADIO AND GOVERNMENT TELEPHONE NUMBERS IN *Washington, D. C.*

Federal Departments and Agencies

White House	NAtional 1414
State Department	REpublic 5600
Treasury Department	EXecutive 6400
War Department	REpublic 6700
Justice Department	REpublic 8200
Post Office Department	DIstrict 5360
Navy Department	REpublic 7400
Interior Department (Office of Education)	REpublic 1820
Agriculture Department	REpublic 4142
Commerce Department	DIstrict 2200
Labor Department	EXecutive 2420
Federal Trade Commission	EXecutive 6800
FEDERAL COMMUNCATIONS COMMISSION	EXecutive 3620
Securities & Exchange Commission	DIstrict 3633
National Labor Relations Board	NAtional 9716
Wage & Hour Administration	EXecutive 2420
Social Security Board	EXecutive 6500
Supreme Court of the U.S.	EXecutive 1640
D. C. Court of Appeals	REpublic 3811
U. S. District Court (for D. C.)	DIstrict 2854
Capitol (Senate and House)	NAtional 3120
Radio Script & Transcription Exchange, Extension 2225,	REpublic 1820
Bureau of Census	DIstrict 2200

Non-Governmental

American Red Cross	REpublic 8300
Clear Channel Group	REpublic 3306
National Association of Broadcasters	NAtional 2080
National Press Club	REpublic 2500
Radio Correspondents' Galleries	NAtional 3120
RADIO DAILY	WIsconsin 3271
	HObart 7627
	NAtional 2292
Radio Manufacturers' Association	NAtional 4901

Radio Stations

WINX	REpublic 8000
WTOP	MEtropolitan 3200
WMAL	NAtional 5400
WOL	MEtropolitan 0010
WRC	REpublic 4000
WWDC	NAtional 7203

Hotels

Carleton Hotel	MEtropolitan 2626
Mayflower Hotel	DIstrict 3000
Raleigh Hotel	NAtional 3810
Shoreham Hotel	ADams 0700
Statler Hotel	EXecutive 1000
Wardman Park Hotel	COlumbia 2000
Willard Hotel	NAtional 4420

News Services

Associated Press	DIstrict 1500
International News Service	NAtional 1733
Transradio Press	NAtional 1178
United Press	EXecutive 3430

Railway Terminals

Baltimore & Ohio R. R.	EXecutive 0770
Pennsylvania R. R.	EXecutive 6600
Union Station	EXecutive 7900

Penny Singleton

"BLONDIE"
Sundays
7:30 P.M. (E.S.T.)
4:30 P.M. (P.S.T.)
C B S

AFN—STILL BUILDING MORALE

By **BILL MURRAY**, *New Chief, American Forces Network*

THE portly gentleman who was Bishop of Mainz, Germany, in the fourteenth century, commissioned his workmen to build him a strong castle—one that would last beyond his lifetime. But neither the Bishop nor any of the slaves who lifted the huge blocks into place six hundred years ago dreamed that the great castle would last long enough to become, in the twentieth century, the nerve center of one of the most powerful American radio networks in the world. But that is what it is today—the Bishop's castle along the River Main, just outside Frankfurt, is the key station and headquarters for the American Forces Network, bringing American radio personalities and American music to the men and women who make up the occupation forces in Germany.

•

From the ancient stone tower rising high above the slow German river are beamed American voices, twenty hours of every day. The crooning of Bing Crosby, the trumpet-wooing of Harry James, the sock of a bat against a ball in Yankee Stadium, and the solemn pronouncements of Harry S. Truman are carried from the castle in Frankfurt, and the other stations of the network, to all the Americans, in uniform and out, who are staying in Europe to see that the peace is secure. Through its powerful transmitters, AFN is heard by other peoples, also—in England, Ireland, Sweden, France, and Africa. Some of the programs, notably news coverage, are picked up and rebroadcast by smaller networks in Austria and in Italy. Request letters have come from as far away as Texas and China.

The American Forces Network is operated in Germany by the U. S. Army, and the men and women who staff the stations are soldiers, WACs, and War Department civilians. The parent organization is Armed Forces Radio Service, which operates a network also in Japan.

•

The project started the fourth of July, 1943, with a few small stations in England. Dozens of transmitters amplified the signals throughout the U.K. And when the Yanks landed on the continent in June of the next year, AFN announcers and engineers took over mobile broadcasting units and boxes of discs bearing labels like "Jack Benny Show, half-hour" and "Music by Glenn Miller, quarter hour." And in the lulls between battles, American soldiers heard the encouraging words: "You are listening to the American Forces Network, United States Army."

Mobile units were attached to the First, Third, Ninth and Seventh Armies. As soon as possible in each area, AFN then set up studios and began live shows to supplement the AFRS discs. Newscasts kept the men informed on what was happening on other fronts, what was going on back home, what the world was thinking about, what songs the folks in Wisconsin were singing.

•

Then, as today, most of the broadcasting day was made up from platters pressed in the United States. This unquestionably vital morale-building project was made possible through the generous co-operation of the men and women who were keeping radio alive here in the U. S. Sponsors of coast-to-coast shows employing millions of dollars worth of talent agreed to let the Army record their broadcasts and ship them overseas, completely decommercialized. Any mention of the sponsor's product, whether spot-announced or worked into a gag shot in comedy routine, had to be deleted, because the Army was not in commercial business. But the sponsors and the stars had the deep satisfaction of knowing they, too, were helping America to win.

•

By V-J Day, the network reached its peak of strength, with sixty-four stations scattered throughout Europe, and with a personnel roster of more than five-hundred men and women of the Army and the Navy. Since then, the operation has gradually been consolidated. Today, it consists of four big permanent stations, all in Germany—but by way of its powerful short-wave service, in addition to the regular medium-wave, it reaches as great, if not greater, an audience than ever before. Two of the transmitters are 100-thousand watts each.

The old castle of the Bishop of Mainz, just outside Frankfurt, houses the main studios and administrative offices of the network. There also is the AFN News Bureau, with a staff of a dozen newsmen who keep their listeners informed on

up-to-the-minute developments in U. S. politics, labor, sports, and entertainment, as well as in European and world news. Once each night, correspondents broadcast also from each of the other stations of the net in Berlin, Munich-Stuttgart and Bremen. Newsmen, announcers, writers, producers, spinners, engineers, actors, and administrative personnel bring the staff in Frankfurt to well over one hundred men and women. The other stations have smaller staffs, but each contributes a share of programs to the entire net.

•

Most popular of the programs broadcast by AFN are the music, drama, and comedy shows that make top-notch radio entertainment in America. Through AFRS, AFN gets the cream of American radio entertainment. Discussion programs, provided they have a practical application to American life, have a wide listening audience. And the day's schedule reads much like that of any big station in the States with this exception: whereas stateside stations carry only programs of their own net AFN carries all the best programs of all the American networks.

The various stations of the network supplement AFRS discs with live dramatic productions of their own local disc-jockey shows, mike interviews with visiting celebrities, and special sports and news broadcasts. AFN special events men covered the recent Nuremberg trials, from a special booth in the courtroom, and broadcast direct the reading of the verdicts against Goering and his fellow-criminals, as well as the sentencing. Such happenings as the Peace Conference in Paris and the U-N meetings in London were covered by newscasters for the net.

•

The American Forces Network has come a long way since the first words went out from London on Independence Day, 1943. Experienced civilians now work side by side in the studios with the soldiers, and except for the flash of uniforms among the civilians in mufti.



Headquarters of the AFN in Germany


AMERICAN SCHOOL OF THE AIR
The Hour of Charm
SUNDAY AT 0000 P.M.
WAAA 0000
CBS NETWORK
TAKES OVER AGAIN
THE ALL AMERICAN MAYOR
GENE AUTRY
VOX POP
with
Parks Johnson and Warren Hull
WAAA
CBS NETWORK
Issues of the day on
"American School of the Air"
WAAA
0000 on your dial
CBS NETWORK
AND Ann Sothern
It all helps...
PEOPLE'S PLATFORM
NNER
ANCTUM
now heard
ery Monday at 0000
WAAA
0000 on your dial
CBS NETWORK
Today's world
is exciting drama.
EVERY MONDAY AT 00:00 P.M. ON
"American School of the Air"
WAAA
CBS NETWORK
SILVER
THEATER
The FBI in Peace and War
the
JACK CARSON SHOW
THE
ACADEMY
AWARD
THEATRE

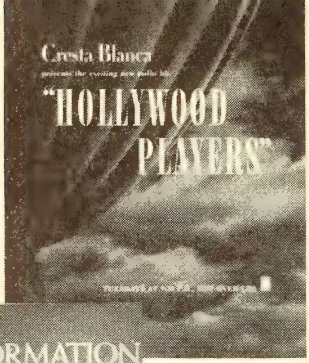


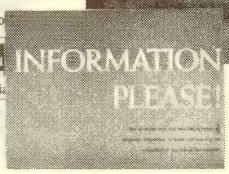


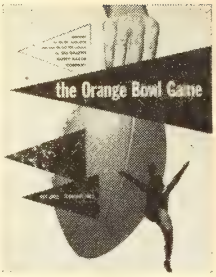












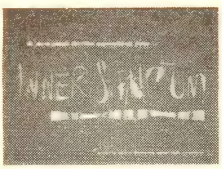


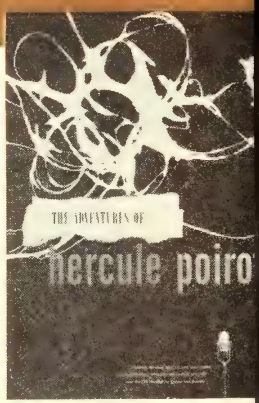
Framing these four pages is a fractional picture of the promotional effort which Columbia puts behind the multitude of programs it broadcasts each week. It is a picture you have probably never seen before since it comes from behind the scenes. It is a phase of the vast complex of supporting network service that emerges finally as a radio program.

What you see is a portion of the 150 working kits that go out annually as advance agents to the network's 164 owned and affiliated stations. These kits contain the staggering total of 24,000 mats of newspaper advertisements; 190,000 local announcements; 100,000 photographs and biographies of radio performers; 7500 recordings giving listeners a foretaste of the programs to come.

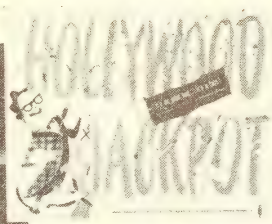
We picture them here because they symbolize swiftly and dramatically the character of Columbia's continuing service to its listeners, its stations and its advertisers. In terms of volume, variety and quality, this service is unmatched among broad-

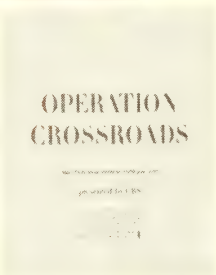


















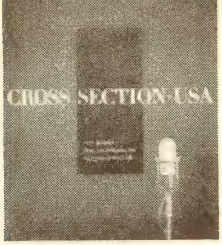
casters. Over a period of 19 years the network has developed research techniques and facilities which have become the working models for the industry. These techniques furnish the advertiser, for example, with the most comprehensive information about his audience—who they are, where they live, when and how much they listen... Similarly, Columbia provides an equivalent service for its stations. And through its extensive press information activities, it builds increasing public interest in its programs and performers.

All of it helps. It helps the listener to select his radio fare more intelligently and thereby helps the station he is listening to. It tells the advertiser whom he is talking to and how they respond. What is more important, it helps make better radio.

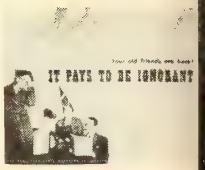
COLUMBIA BROADCASTING SYSTEM




renfro valley folks


CROSS SECTION-USA

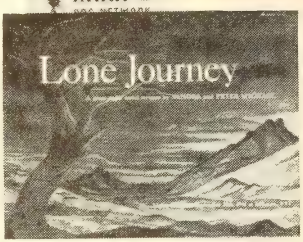

KENNY
DELMAR
in
"HOLLYWOOD JACKPOT"
Monday
Wednesday
and Friday at 06:00 P.M.
WAAA
6000
CBS NETWORK


IT PAYS TO BE IGNORANT

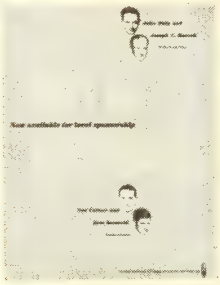


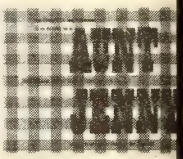

America's new romantic Negro singer
star of the JEAN
SABLON SHOW
SATURDAYS AT 09:00 P.M.
WAAA 6000
CBS NETWORK

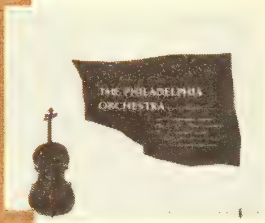

Adventures
OZZIE
HARRIET


Lone Journey


CBS




AUNT
JENNY


THE PHILADELPHIA
ORCHESTRA

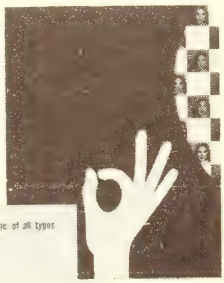

Broadway Inn


THE MAX BLACK SHOW


STARS IN THE
AFTERNOON


Exciting dramatizations!
EVERY THURSDAY AT 05:00 P.M. ON
"American School of the Air"
WAAA 6000
CBS NETWORK


The Frank Sinatra Show




Musical End-Letter Box -AUGUST 25th-
The beginning of the sixth year of glorious music
on "THE LUCILLE BARR"


the adventures of the
THIN MAN




The best music of all types
EVERY TUESDAY AT 09:00 P.M. ON

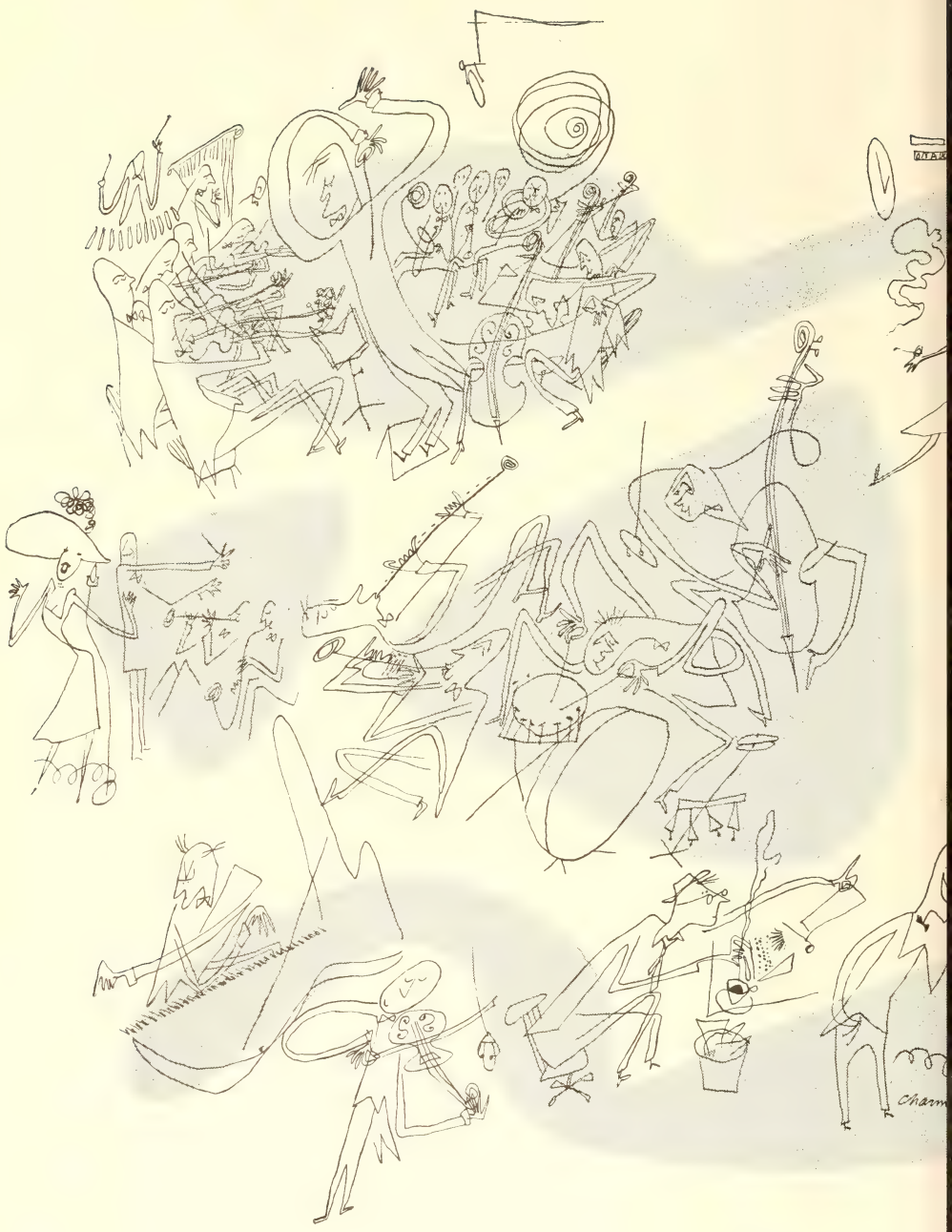

THE
KENTUCKY
DERBY
TODAY! 06:00 p. m.
WAAA 6000


Max Radio Theatre
returns for its
th brilliant season



FACSIMILE PREVIEWED

Facsimile stepped into the communications limelight at a luncheon meeting of the Advertising Club of New York on September 18, 1946, when 300 copies of the front page of Radio Daily were transmitted from the WOR-FM station to the club quarters. Eugene S. Thomas, president of the club, Theodore Streibert, president of WOR and John V. L. Hogan, president of Radio Inventions, Inc. (left to right), participated in the fax preview.





NBC Package Programs

Available for Sponsorship

The National Broadcasting Company offers to advertisers a complete package program service.

The unsurpassed production facilities of the nation's Number One Network are available for the creation of programs especially adapted to the requirements of the individual sponsor.

Programs now ready for sale include several which have already established substantial audiences, assuring listener acceptance from the very beginning of sponsorship.

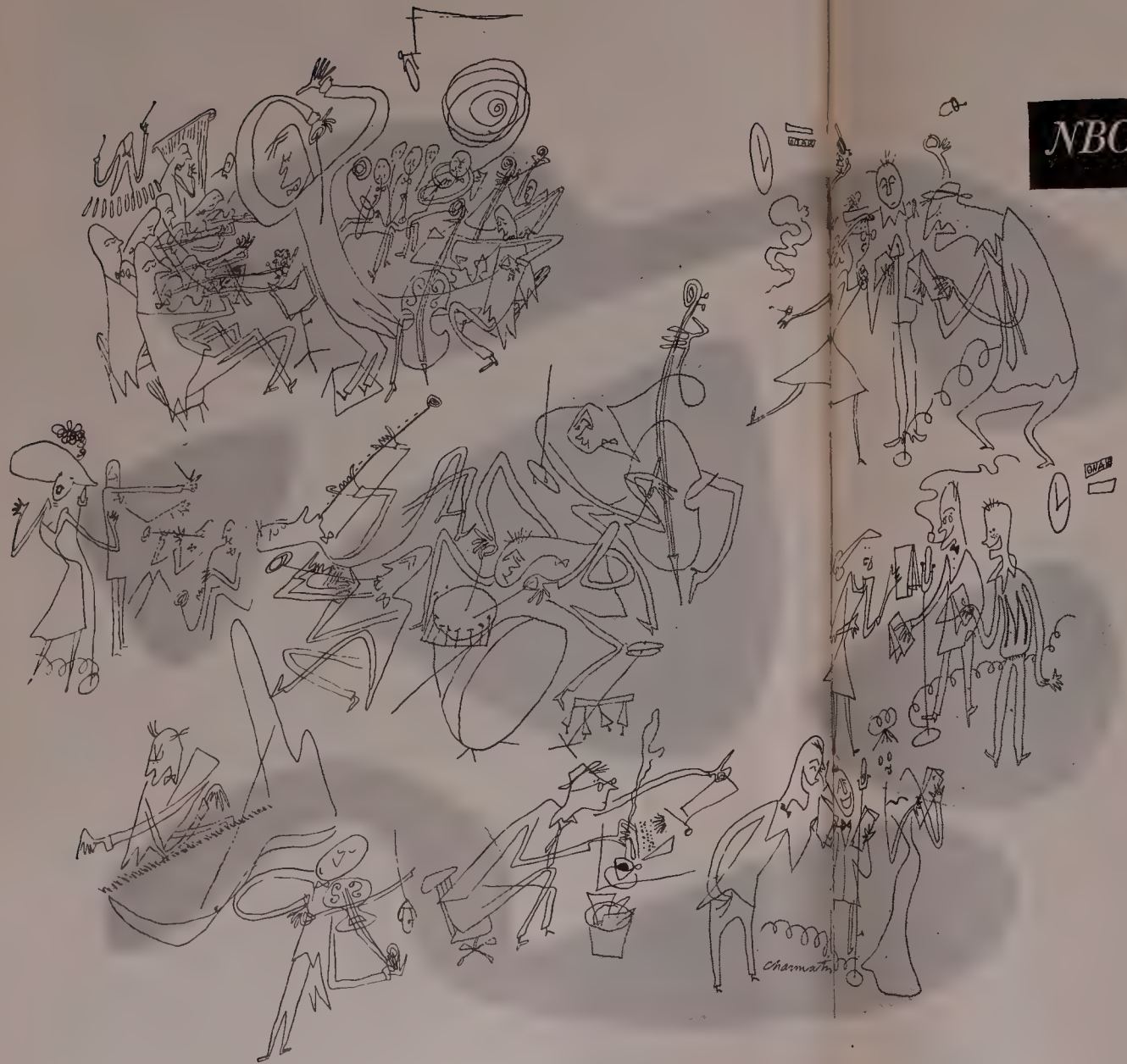
Every type of program, from symphonic music to children's shows, is included in the list of available offerings. This wide and flexible range of material contains appeal to all groups of listeners. And NBC is prepared to build special programs to meet specific advertising problems.

Astute advertisers will call the NBC's Sales Department without delay.

AMERICA'S NO. 1 NETWORK

National Broadcasting Company

A Service of Radio Corporation of America



NBC Package Programs

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AMERICA'S NO. 1 NETWORK

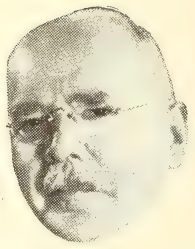
National Broadcasting Company

A Service of Radio Corporation of America

NBC Cooperative Programs

Available for

Local Sponsorship



KALTENBORN EDITS THE NEWS

7:45 to 8 p.m., New York time, Mon., Wed. and Fri.

H. V. Kaltenborn, Dean of Commentators, began his first series of weekly current events talks over WEAF in 1924. Today his name is a household word throughout the United States. In radio news reporting, H. V. Kaltenborn has been, now is, and long will be tops.



ROBERT McCORMICK

1:45 to 2 p.m., New York time, Monday through Friday.

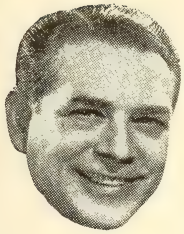
Robert McCormick began his career as a Washington newsman 16 years ago. His knowledge of capital affairs was gained during depression, New Deal years, war, and troubled peace. He enjoys official entry into the White House, and is at home in the State Department and in the offices of politicians, statesmen and legislators.



HARKNESS OF WASHINGTON

11:15 to 11:30 p.m., New York time, Monday through Friday.

Richard Harkness is a radio reporter who goes out and gets the news firsthand. He digs out facts and tells about the people behind those facts. Straight objective reporting and honest, uncolored interpretations make him outstanding among Washington newsmen. He knows Congress, the White House, and the State Department inside out.



WORLD NEWS ROUNDUP *with James Stevenson*

8 to 8:30 a.m., New York time, Monday through Saturday.

NBC's entire world-wide staff of reporters and correspondents is continuously on call to bring spot news to the WORLD NEWS ROUNDUP. James Stevenson, veteran commentator and overseas observer co-ordinates the program from the New York newsroom.



WORLD NEWS ROUNDUP *with John MacVane*

9 to 9:15 a.m., New York time, Sunday.

John MacVane, who takes over the Sunday stanza of WORLD NEWS ROUNDUP, was the first and only newsman on the Dieppe raid, the first radio reporter in Tunis and Paris. He is the only network correspondent permanently assigned full time to cover the United Nations.



NEWS OF THE WORLD *with Morgan Beatty*

7:15 to 7:30 p.m., New York time, Tuesday and Thursday.

In preparing material for his NEWS OF THE WORLD broadcasts, Morgan Beatty is able to draw liberally on his extensive knowledge gained through years of traveling and reporting. His commentary from the NBC newsroom is augmented by on-the-scene reports from NBC's seasoned news experts stationed throughout the world.



VETERANS' ADVISER, *Lt. Comdr. Ty Krum*

1:30 to 1:45 p.m., New York time, Saturday.

Commander Ty Krum, formerly of Navy Public Relations and Newsweek Magazine. His broadcasts bring to veterans the latest developments and rulings on veterans' legislation. The advantages to advertisers in identifying themselves with the VETERANS' ADVISER need no emphasis.

NBC

. . . the National Broadcasting Company

A Service of
Radio Corporation of America



THE UP TO THE MINUTE MAN*

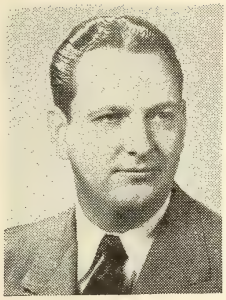
Spotlight On America-M. C. — 10 P.M., Fridays, MBS
"Did Justice Triumph?"-M. C. — 10 P.M., Wed., MBS
Up To The Minute News— 1 P.M., Mon.-Fri., MBS
6 P.M., Mon.-Sat., WOR
News With George Carson Putnam—Sunday
8:30—10—11 A.M.
2:30—8:45 P.M., Mutual-WOR

**"That's the up-to-the-minute news; up to the minute, that's all the news."*

GEORGE CARSON PUTNAM

WHAT'S WRONG WITH TELE?

By LEONARD F. CRAMER, *Executive V.P., Allen B. Du Mont Lab. Inc.*



Leonard F. Cramer

WHEN will television become a commercial reality? When will television become self-supporting, like radio? And why is it that the industry is still crawling feebly when it should be walking upright?

The answer to all three questions is the chaos and disorganized thinking within the industry itself. All are in agreement with the obvious conclusion that television is destined to become a great industry. But there agreement ends. Unity among those responsible for the success of television is conspicuous by its absence. And industry leadership is non-existent.

•

Why does this condition exist? Because with the exception of a few zealous pioneers, each exploiting its own plans, no strong industry front has been developed. I am not depreciating the well-intentioned efforts of the Television Broadcasters Association nor the American Television Society, but I must point out that it takes more than the formation of a society or association to accomplish the objectives and purposes set forth in its articles of incorporation. Their weaknesses lie in the fact that their members are influenced by the policies and self-interest of the companies they represent rather than the vital interests of the industry as a whole.

•

Generally, the television industry is considered to be one of the future which will provide profits to currently profitable industries which through their similarity feel they have a preferential right and a duty to take over at the propitious moment if and when it arrives. Meanwhile, they wait on the side lines, contributing nothing substantial to television.

Why has the propitious moment not arrived? Certainly not because of any technical imperfection in the state of the art. Certainly not because of any shortcomings in television as an advertising medium. In fact, there is hardly a person connected with the advertising business who does not recognize the tremendous potentialities of television as an advertising medium. Going further, I would say they recognize its present immediate power, even if there were to be no further improvements in the art. One of the largest durable goods manufacturers in the country, a longheaded, farseeing business executive, is authority for the statement that television is the first advertising medium in our history really designed to sell durable goods effectively.

•

It is an obvious fact that the success of television will mean a decline in the very industries which seem to be charged with the responsibility of making television successful. We need only to look at the commercial potential of television as it has already been proved in a small way to know that as the public buy receivers they will listen to the radio less and less.

Who would listen to a boxing match on the radio if he were able to follow the blow-by-blow progress of the bout on television? This thought certainly does not tend to spark the enthusiasm of the successful radio broadcaster for television. To the motion picture industry, television is a threat of unknown proportions, and to what extent it will have an effect on box-office receipts is a matter not to be dismissed lightly. This same fear, however, existed in the early days of radio but time proved it to be without foundation. In a lesser degree perhaps, television may have an effect on the legitimate theater.

•

Generally speaking, no one, with perhaps a few well known exceptions is deliberately plotting to stop television, but the effect of doing nothing to help it adds up to about the same result.

•

This is television's third swing at the ball in addition to several foul tips, which only count as one strike. If we don't hit the television ball out of the park this time the boys who have been backing the show may head for the showers.

For Television Complete—Please Turn To Page 985

In The Air

Wherever you go by air, the chances are that your flight will be timed by a Benrus watch, for BENRUS is the official watch of famous airlines and airports!

On The Air

Over 100 stations — coast to coast — broadcast BENRUS time signals that reach approximately 23,000,000 radio homes daily. A salute to these stations!

BENRUS

Official Watch of Famous Airlines

Non-Commercial Educational Outlets

As Listed By The Federal Communications Commission, Jan. 1, 1947

Licensee and Location	*Call Letters*	*Frequency (Mc)*	*Power*	*Emission*
Board of Education, City of Buffalo, Buffalo, N. Y.	WCAH	42.9	1 kw	Special (C. P. only)
Board of Education, City of Chicago, Chicago, Ill.	WBEZ	42.5	1 kw	Special
Board of Education, City of New York, Brooklyn, N. Y.	WNYE	42.1	1 kw	Special
The Board of Education of Newark in the County of Essex Newark, N. J.	WBGO	To be assigned	1 kw	Special (C. P. only)
Board of Education of the San Francisco Unified School District, San Francisco, Calif.	KALW	42.1	1 kw	Special
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio	WBOE	42.5	1 kw	Special
The Regents of University of Michigan, Ann Arbor, Mich.	WATX	42.1	50 kw	Special
School District of Kansas City, Mo. Kansas City, Mo.	KICR	To be assigned by Chief Engineer	1 kw	Special (C. P. only)
The State University of Iowa Iowa City, Iowa	KSUI	42.7	1 kw	Special (C. P. only)
University of Illinois, Urbana, Ill.	WIUC	42.9	250 w	Special
University of Kentucky, Lexington, Ky.	WBKY	42.9	500 w	Special
University of Southern California, Los Angeles, Calif.	KUSC	42.9	1 kw	Special (C. P. only)
Columbia University, New York, N. Y.	WCUV	To be assigned	20 kw	Special (C. P. only)

C-R-E-S-T-A B-L-A-N-C-A

"HOLLYWOOD PLAYERS"



PAULETTE GODDARD



JOHN GARFIELD



CLAUDETTE COLBERT



GREGORY PECK



BETTE DAVIS



JOAN FONTAINE



JOSEPH COTTEN



GENE KELLY

Thanks to all the radio stations of the Columbia Broadcasting System that are giving such great promotional support to the Cresta Blanca *Hollywood Players.* We trust that you will continue to give us your fine cooperation in building larger radio audiences for our outstanding dramatic program.

Cresta Blanca CBS Stars

EVERY WEDNESDAY EVENING
OVER CBS . . . *presented by*

CRESTA BLANCA WINES

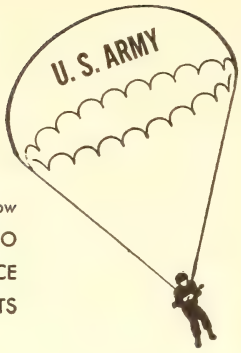
COPYRIGHT 1947, CRESTA BLANCA WINE CO., INC., LIVERMORE, CALIFORNIA

• • • EDUCATIONAL OUTLETS • • •

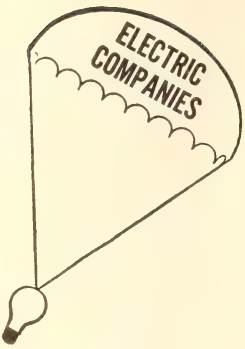
Licensee and Location	Call Letters	Frequency (Mc)	Power	Emission
State University of Oklahoma, Norman, Okla.	KOKU	To be assigned	4.4 kw	Special (C. P. only)
Board of Supervisors of Louisiana State University and Agricultural and Mechanical College, Baton Rouge, La.	WLSU	To be assigned	5 kw	Special (C. P. only)
Oklahoma Agricultural and Mechanical College, Stillwater, Okla.	KOAG	To be assigned	35.6 kw.	Special (C. P. only)
Board of Education of the School District of the City of Detroit, Detroit, Mich.	To be assigned	To be assigned	2.6 kw	Special (C. P. only)
State of Wisconsin State Radio Council, Madison, Wis. (T-Madison)	To be assigned	To be assigned	9.3 kw	Special (C. P. only)
State of Wisconsin State Radio Council, Madison, Wis. (T-Delafield)	To be assigned	To be assigned	31.1 kw	Special (C. P. only)
Sacramento City Unified School District, Sacramento, Calif.	To be assigned	To be assigned		To be assigned (C. P. oniy)
The Independent School District of the City of El Paso, El Paso, Tex.	To be assigned	To be assigned		To be assigned (C. P. oniy)
College of the Pacific, Stockton, Calif.	To be assigned	To be assigned		To be assigned (C. P. oniy)
Grant Union High School and Teachers College, Sacramento, Calif.	To be assigned	To be assigned		To be assigned (C. P. oniy)
School District 4, Lane County, Ore.	To be assigned	To be assigned		To be assigned (C. P. oniy)
Board of Education, Sewanhaka High School, Floral Park, Ill.	To be assigned	To be assigned		To be assigned (C. P. oniy)
Providence Bible Institute, Providence, R. I.	To be assigned	To be assigned		To be assigned (C. P. oniy)

NON-COMMERCIAL TELEVISION OUTLETS

Iowa State College of Agriculture and Mechanical Arts, Ames, Iowa	To be assigned	Channel 4	13 kw 10.4 kw	Visual Aural



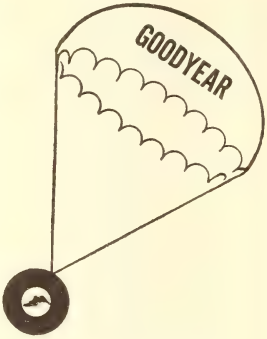
SOUND OFF—*with Mark Warnow*
GUY LOMBARDO
WARRIORS OF PEACE
FOOTBALL BROADCASTS



HOUR OF CHARM
Phil Spitalny and the All-Girl Chorus and Orchestra

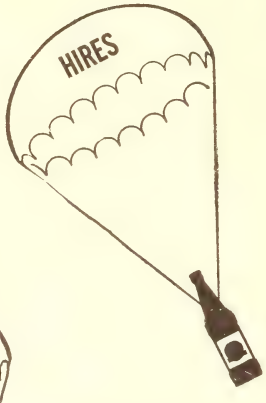


they're ayer-borne!

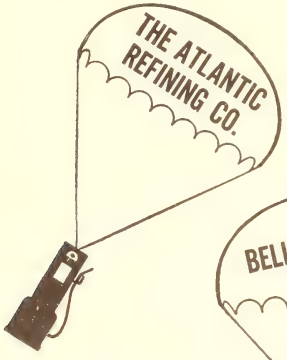


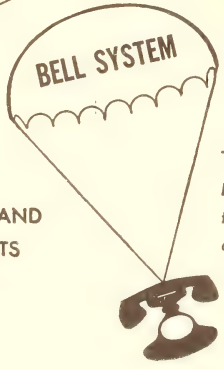
THE
REXALL DRUG RADIO SHOW
starring Jimmy Durante and Garry Moore

GOODYEAR FOOTBALL
TELECASTS



HIRES SUNDAY PARTY
Phil Hanna, Louise Carlyle, Phil Davis' Orchestra





ATLANTIC FOOTBALL AND
BASEBALL BROADCASTS
AND TELECASTS

THE TELEPHONE HOUR
Donald Voorhees, the Bell Telephone Orchestra, and world-famous soloists

n. w. ayer & son, inc.

Philadelphia, New York, Chicago, Detroit
San Francisco, Hollywood, Boston, Honolulu, London

BUSINESS



Agency and Sponsor Network Billings

•

Station Representatives

•

News Services

•

Research Firms

•

Advertising Agencies



ALICE FAYE and PHIL HARRIS

FITCH BANDWAGON

SUNDAY AFTERNOONS

N.B.C.

THE BUSINESS SIDE OF RADIO

By M. H. SHAPIRO, *Managing Editor, RADIO DAILY*

BUSINESS of commercial broadcasting while not in the position of bearing the brunt of any specific industry's recession due to various upheavals and uncertainties, managed to weather a strong backwash and temporary wave of resultant pessimism. The latter was especially true during the summer season of 1946 when what appeared to be a concentrated number of national accounts cancelled further commitments.

Impact of the cancellations was not as great as some sources expected, yet one network was hit more so than others; actually the business of this network was off going into the first month of the year and continued until the final percentage was 8.6 per cent less gross revenue for 1946 than in 1945. Apart from this, each of the other major networks registered again. Thus National Broadcasting Co. passed the $66,000,000 mark for an increase of 3.1 per cent; American Broadcasting Co. reached the $40,604,000 mark for a gain of 1.4 per cent and Mutual Broadcasting System with gross billing of $25,907,000 had an increase of 26.1 per cent. Adding the $60,063,905 of the Columbia Broadcasting System which was 8.6 off from the year previous, the total gross of the four major networks exceeded $193,000,000 for an overall increase of 1.2 per cent. August and December were the two months in each case in which three out of the four networks showed recessions. Due to absence of the excess profits tax, the net revenue for all webs was up.

•

Net times sales by the four major networks and ten key stations owned by some of the networks, totaled $70,008,962 after payments to affiliated stations. This was an increase of two per cent over that reported for 1945. Combined network and station net time sales including 751 individual stations showed an overall increase of 7 per cent. The 751 stations involved, accounted for 97.7 per cent of the net time sales of all stations. Reports from three out of five regional networks indicate a 10 per cent decrease in net time sales.

•

The 751 stations mentioned above, on their own, indicate a possible increase of 9.2 per cent over net time sales in 1945. This according to the FCC, is attributed to a 4.9 per cent increase in time sales to the networks and a 8.1 increase in time sales to non-network advertisers. Also revealed was a decrease of 9.2 per cent in commissions paid to various agencies. Along with revenue from sale of talent, etc., these 751 stations indicate an increase in total revenue of 8.9 per cent over 1945. Radio talent bill for all types of broadcasting was close to the $60,000,000 mark.

•

Spot business, both national and local, had its jittery times, both from the station and station representative angle. But this is conceded to have quieted down shortly after the turn of 1947. Labor situation is held to be comparatively good, and partly attributed to the fear of adverse labor legislation. Labor itself affected the stations indirectly as to strikes. Radio itself signed new agreements with AFRA and in some cases with the AFM.

Most important thing is that the business of handling spot is past its day-to-day and month-to-month shadow-boxing with accounts. There are definitely more and firmer commitments. There were some gains and some decreases in spot business, but generally the gains were slight. It was not in the "grand manner" to which spot business had been accustomed in past years.

•

Expansion of the broadcasting industry however, continues apace, with hundreds of applications for construction permits having been granted the past year in the AM and FM fields. New outlets are springing up throughout the country. Television is still girding its loins for the final leap which shall once and for all place it on the map, literally. This is the year wherein it appears to be "now or never."

Manufacturers of radio equipment have a tremendous backlog to fill, one that will take years in seeking to supply the station equipment on order. Millions of receivers, both for the home and automobiles, have been manufactured and distributed to make up for the wartime deficiency when parts and repairs were not always available.

By and large the industry as a whole is optimistic as usual.

10%

Ten percent commission buys one hundred percent efficiency in the counseling and sale of talent and the development and production of radio programs that sell.

JAMES L. SAPHIER
AGENCY
9538 Brighton Way
Beverly Hills California

Agency and Sponsor Network Billings

American Broadcasting Co. 1946 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	$ 4,076,892
J. Walter Thompson Co.	3,766,584
Batten, Barton, Durstine & Osborn, Inc.	3,307,199
Kenyon & Eckhardt, Inc.	2,993,995
Compton Advertising, Inc.	2,305,677
Wade Advertising Agency	1,965,231
Warwick & Legler, Inc.	1,780,427
Hutchins Advertising Company, Inc.	1,712,271
Benton & Bowles, Inc.	1,677,120
McCann-Erickson, Inc.	1,550,664
N. W. Ayer & Sons, Inc.	1,133,700
Schwimmer & Scott, Inc.	905,473
La Roche & Ellis, Inc.	904,856
Sherman & Marquette, Inc.	894,275
Maxon, Inc.	844,930
Young & Rubicam, Inc.	725,267
Doherty, Clifford & Shenfield, Inc.	692,427
Roche, Williams & Cleary, Inc.	687,638
Knox, Reeves Advertising, Inc.	652,845
Lennen & Mitchell, Inc.	642,758
Charles Dallas Reach Co.	531,969
William H. Weintraub & Company, Inc.	459,050
Hazard Advertising Company	455,010
Small & Seiffer, Inc.	400,905
Hill Blackett & Company	384,954
Keeling & Co., Incorporated	355,799
Tracy-Locke, Inc.	342,976
The Joseph Katz Company	306,618
Buchanan & Company, Inc.	285,953
Grant Advertising, Inc.	284,632
Huber Hoge & Sons	254,316
MacFarland, Aveyard & Company	246,028
Foote, Cone & Belding, Inc.	205,799
Sullivan, Stauffer, Colwell & Bayles, Inc.	179,652
Gahagan, Turnbull & Company, Inc.	175,259
Erwin, Wasey & Co., Inc.	168,852
Ivey & Ellington, Inc.	148,320
Needham, Lewis & Brorby, Inc.	148,067
H. B. Humphrey Company	146,952
The Biow Company, Inc.	138,841
Pacific National Advertising Agency	138,659
A. W. Lewin Co.	115,497
Wiltman & Pratt, Inc.	100,124
Trade Development Corporation	92,809
Raymond Spector Company, Inc.	89,210
Roy S. Durstine, Inc.	88,244
M. H. Hackett Co.	86,438
Robert Raisbeck Advertising Agency	80,736
Alfred J. Silberstein-Bert Goldsmith, Inc.	71,744
Robert Orr & Associates	70,960
Aubrey, Moore & Wallace, Inc.	64,641
McManus, John & Adams, Inc.	60,011
Morse, International Agency	45,787
St. George's & Keyes	45,683
Elwood J. Robinson Advertising Agency	44,460
Brisacher, Van Norden & Staff	43,904
Brooks Advertising Agency	42,793
Donahue & Co., Inc.	41,323
Kudner Agency, Inc.	39,443
William Esty & Company, Inc.	38,481
Ewell & Thurber Associates	33,308
Barton A. Stebbins Advertising Agency	32,999
Russel M. Seeds Co.	32,379
Adolph Wenland & Associates	28,782
Charles Sheldon Advertising Agency	27,606
Mac Laren Advertising Agency	25,907
Alvin Wilder Advertising	24,180
Hugh A. Deadwyler Advertising	18,829
John Barnes & Associates	18,460
Smith, Bull & McCreery, Inc.	16,580
Ruthrauff & Ryan, Inc.	16,008
McJunkin Advertising Company	13,725
Raymond R. Morgan Company	10,314
The Blaine-Thompson Co., Inc.	10,247
Abbott Kimball Co., Inc.	8,600
Bruce Eldridge Advertising	7,766
Lockewood-Shackleford, Inc.	7,596
No. Agency	5,932
Green-Brodie, Inc.	5,834
Street & Finney, Inc.	4,784
Campbell-Mithun, Inc.	4,557
Furman, Feiner & Company, Inc.	3,840
Dudley L. Logan Advertising	3,820
Hixon-O'Donnell Advertising Agency	3,360
George Lynn Advertising Agency	2,940
Walter W. Wiley Advertising, Inc.	2,904
Duane Jones Company, Inc.	2,646
Howard G. Hanvy Co.	2,564
TOTAL	$40,617,130

Columbia Broadcasting System 1946 Agency Gross Billings

Young & Rubicam	$ 6,601,846
Dancer-Fitzgerald-Sample	6,544,748
Biow Co.	5,156,544
Ruthrauff & Ryan	4,139,431
J. Walter Thompson Co.	4,072,533
Foote, Cone & Belding	3,545,233
Compton Adv.	2,898,162
Benton & Bowles	2,497,559
Ward Wheelock Co.	2,451,403
BBDO	2,421,718
Wm. Esty & Co.	1,795,304
Duane Jones Co.	1,444,012
Geyer, Cornell & Newell	1,412,791
N. W. Ayer & Son	1,344,689
McCann-Erickson	1,268,213
Pedlar & Ryan	1,012,528
Gardner Adv. Co.	874,076
Buchanan & Co.	805,255
Lennen & Mitchell	790,422
Wm. H. Weintraub & Co.	785,698
Campbell-Ewald Co.	725,685
Ted Bates, Inc.	706,515
Sherman & Marquette	681,005
Kenyon & Eckhardt	530,029
Warwick & Legler	518,463
Grant Adv.	436,747
McJunkin Adv. Co.	405,119
Roche, Williams & Cleary	387,435
Arthur Meyerhoff & Co.	365,454
Lambert & Feasley	295,901
Sullivan, Stauffer, Colwell & Bayles	278,918
J. M. Mathes, Inc.	273,230
Shaw-Le Vally, Inc.	269,547

IT DOESN'T PAY TO IGNORE THE OUTSIDE* AUDIENCE

on the Pacific Coast, either!

**** A C. E. HOOPER 276,019 coincidental telephone survey proves that only Don Lee covers the outside (as well as the inside) audience . . . the people living outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located, and who account for nearly half of the Pacific Coast retail sales.***

JUNIOR will only get his trousers warmed for ignoring his outside audience—but you'll lose approximately half of the 12,117,584 population and $9,038,433,000 retail sales if you turn your back radiowise on the important Pacific Coast outside audience. For only Don Lee gives complete coverage to the more than 3½ million radio families in the Pacific Coast area.

ONLY DON LEE *has enough stations (41) to cover all the important mountain-surrounded markets.*
ONLY DON LEE *can deliver both the inside and outside market.*
ONLY DON LEE *can say, "More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of one of our network stations."*

Any network can deliver the inside half of the market, but only Don Lee can deliver the whole market. Chalk that up on your blackboard when you're making up your next Pacific Coast radio budget.

The Nation's Greatest Regional Network



Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

The William Morris Agency
has been the leading
talent agency in the
show world since 1898.

Its services to
advertising agencies
and their clients . . .
its roster of stars, actors,
directors and writers . . . have
maintained this leadership
since the inception of
radio, television
and transcriptions.



ESTABLISHED 1898

WILLIAM MORRIS AGENCY, INC.

New York Chicago London Beverly Hills

C. L. Miller Co.	257,091
Erwin Wasey & Co.	213,305
Wallace-Ferry-Hanly Co.	206,955
Sorensen & Co.	201,081
Morse International	127,436
Henri, Hurst & McDonald	116,908
MacManus, John & Adams	103,700
Elwood J. Robinson Adv.	81,224
Platt-Forbes	78,338
Brisacher, Van Norden & Staff	74,532
Garfield & Guild Adv.	71,320
Joseph Katz Co.	70,630
Barton A. Stebbins Adv. Agency	62,559
Raymond R. Morgan Agency	51,809
Ronalds Adv. Agency	50,706
Maxon, Inc.	48,028
Spitzer & Mills	46,638
Cockfield, Brown & Co.	39,627
Brooks Adv. Agency	39,520
M-C-M Adv. Agency	38,220
Pacific National Adv. Agency	36,432
Hixson-O'Donnell Adv.	29,804
W. Earl Bothwell Adv. Agency	28,876
Christiansen Adv. Agency	21,280
Rhoades & Davis	20,592
Smith & Drum	20,553
Long Adv. Service	20,498
Hillman-Shane	19,432
De Cora, Inc.	16,927
Little & Co.	16,494
Lockwood-Shackelford Co.	15,798
Vickers & Benson	15,525
F. M. Hayhurst Co.	12,390
Gilham Adv. Agency	10,920
Blaine-Thompson Co.	10,805
Honig-Cooper Co.	9,932
Frank Oxarart Co.	7,905
Gahagan, Turnbull & Co.	7,265
Abbott-Kimball Co.	5,362
J. D. Tarcher & Co.	4,641
Aitkin-Kynett Co.	4,350
Emil Mogul Co.	2,723
Milton Weinberg Adv. Co.	2,150
Walsh Adv. Co.	1,950
Smalley, Levitt & Smith	1,147
Manson-Gold Adv. Agency	1,104
Whitaker & Baxter	888
Furman, Feiner & Co.	745
Eric Cullenward & Assoc.	573
Mays & Bennett	430
Dorland-International & Pettingell & Fenton	287
Clarence B. Juneau Agency	287
TOTAL	$60,063,905

Mutual Broadcasting System
1946 Agency Gross Billings

Erwin, Wasey Co., Inc.	$ 2,329,308
D'Arcy Advertising Co.	2,011,405
Ruthrauff & Ryan, Inc.	1,188,488
Gardner Advertising Co.	1,471,133
Neal D. Ivey	1,220,280
Ted Bates, Inc.	1,042,223
Wade Advertising Agency	1,027,978
Compton Advertising, Inc.	1,006,661
Kenyon & Eckhardt	957,174
Roy S. Durstine, Inc.	941,874
Kudner Agency, Inc.	905,788
Dancer-Fitzgerald-Sample	753,016
Arthur Meyerhoff & Co.	697,665
Hixson O'Donnell-Advertising	578,688
Benton & Bowles, Inc.	575,647
Federal Advertising Agency	531,954
Hill Blackett & Co.	528,351
Olian Advertising Co.	494,524
L. W. Ramsey Co.	449,883
Wm. H. Weintraub & Co.	432,513
St. Georges & Keyes	429,170
Young & Rubicam, Inc.	409,193
Bermingham, Castleman & Pierce, Inc.	400,868
J. Walter Thompson Co.	367,996
Grant Advertising, Inc.	364,531
Aubrey, Moore & Wallace, Inc.	343,588
Gotham Advertising Co. Inc.	319,354
Stanley G. Boynton	305,212
Calkins & Holden	297,006
R. H. Alber Co.	245,569
G. C. Hoskin Associates	239,762
Roche, Williams & Cleary, Inc.	222,722
Sheldon, Quick & McElroy	220,662
Maxon, Inc.	211,450
N. W. Ayer & Son, Inc.	199,859
Cecil & Presbrey, Inc.	168,258
Keeling & Co., Inc.	160,335
Morse International, Inc.	157,173
H. B. Humphrey Co.	147,267
Geyer, Cornell & Newell	134,252
Batten, Barton, Durstine & Osborn, Inc.	123,459
Makelim Associates	122,024
LaRoche & Ellis	114,138
Al Paul Lefton Co., Inc.	112,275
Owens & Chappell, Inc.	105,867
McJunkins Advertising Co.	103,224
Hutchins Advertising Co., Inc.	93,959
Newell-Emmett Co.	92,339
Weiss & Geller, Inc.	80,983
Raymond R. Morgan	75,453
MacFarland-Aveyard & Co.	68,410
The Tullis Co.	47,743
Ewell & Thurber Associates	42,543
Blaine-Thompson Co., Inc.	39,164
Frederick-Clinton Co.	30,020
Weston-Barnett, Inc.	24,904
Lennen & Mitchell, Inc.	20,255
Russel M. Seeds Co.	17,194
Huber Hoge & Sons	16,278
Sterling Advertising Co.	14,293
Roger Beane Advertising Agency	13,089
Gahagan, Turnbull Co., Inc.	13,020
Henri, Hurst & McDonald, Inc.	11,700
Brooke, Smith, French & Dorrance, inc.	7,576
Direct	7,019
Walker & Downing	5,681
Smith, Bull, McCreery	5,190
Green-Brodie	4,576
Emil Mogul Co., Inc.	4,141
Peck Advertising Agency, Inc.	1,422
Furman-Feiner Co., Inc.	507
TOTAL	$25,907,220

National Broadcasting Company
1946 Agency Gross Billings
Not Available

American Broadcasting Co.
1946 Sponsor Expenditures

General Mills, Inc.	$ 2,916,752
Procter & Gamble Co.	2,404,091



Representing . . .

CAMERON ANDREWS . . . Versatile Actor

ARLO . . . Organist

BLUE FLAMES . . . Sensational Vocal Quartette

HERMAN CHITTISON TRIO . . . Makers of Custom Built Tunes

TOM COSTIGAN . . . Script Writer

PAUL DUBOV . . . Brilliant Young Actor

ELM CITY FOUR . . . Outstanding Vocal Group

PAUL GARDNER . . . Author and Script Writer

LANNY AND GINGER GREY . . . "Jingles That Don't Jangle"

JACKIE GRIMES . . . Talented Actor, Radio and Screen

HUGH JAMES . . . Announcer

CHARLES PAUL . . . Conductor—Composer

AMANDA RANDOLPH . . . Radio's "Aunt Jemima"

GLENN RIGGS . . . Announcer

SYLVAN & ALAN SHULMAN . . . Composer and Conductor Arranger

MARY STUART . . . Brilliant lyric coloratura soprano

KENNETH SCHON . . . Dynamic baritone, Metropolitan Opera Company

366 Madison Ave., New York 17, N. Y. VA. 6-3417

Miles Laboratories, Inc.	1,965,231
Kellogg Company	1,834,793
Sterling Drug, Inc.	1,812,985
The Quaker Oats Co.	1,799,131
Swift and Company	1,717,591
Philco Corporation	1,712,271
Libby, McNeill & Libby	1,609,684
United States Steel Corporation of Delaware	1,167,110
Curtis Publishing Company	971,883
Westinghouse Electric Corp.	922,019
The Prudential Insurance Company of America	884,500
Gillette Safety Razor Co.	870,887
Ford Motor Company	832,118
The Andrew Jergens Co.	713,718
Equitable Life Assurance Society of the U. S.	699,380
Bristol-Myers Company	692,427
Allis-Chalmers Mfg. Co.	684,792
Pacific Coast Borax Co.	628,645
United States Army	583,722
Carter Products, Inc.	580,557
The Wildroot Co., Inc.	578,404
General Foods Corporation	556,095
The Charles E. Hires Co.	549,978
I. E. Waterman Co.	531,969
The B. F. Goodrich Company	481,472
Universal Match Corp.	470,936
Mail Pouch Tobacco Co.	456,639
American Cyanamid Company	455,010
Raymond Laboratories, Inc.	446,265
Esquire, Inc.	434,537
Larus & Brother Company, Inc.	404,731
Kay Daumit	384,954
Hastings Mfg. Co.	355,799
Dr. Pepper Company	342,916
The Frank H. Lee Company	332,858
The Southern Cotton Oil Co.	327,084
Ward Baking Company	385,203
American Oil Company	306,618
William H. Wise & Co., Inc.	254,316
The National Board of Fire Underwriters	246,028
Mars, Incorporated	242,601
The Texas Company	227,357
Liberty Magazine, Inc.	219,686
Armour & Company	196,124
Lewis Howe Company	181,941
Hunt Foods, Inc.	169,172
R. B. Semler, Inc.	168,852
America's Future, Incorporated	162,223
Sweets Co. of America, Inc.	148,320
Derby Foods, Inc.	148,067
The Christian Science Publishing Society	146,952
Eversharp, Inc.	138,841
Fisher Flouring Mills Co.	135,539
Serutan Co.	130,275
Seeman Brothers, Inc.	126,192
Harvel Watch Co.	115,497
Congress of Industrial Organizations	100,124
Club Aluminum Products Company	92,809
Popular Home Products, Inc.	89,210
Wm. S. Scull Company	86,438
Knox Company, Inc.	80,736
Botany Worsted Mills	71,744
Politicals	67,121
Williamson Candy Co.	64,641
The D. L. Clark Co.	63,852
Champion Spark Plug Co.	60,011
G. N. Coughlan Co.	59,477
Safeway Stores, Inc.	54,106
Prince Matchabelli, Incorporated	45,787
Benjamin Moore & Co.	45,683
American Iron & Steel Institute	44,478
Lewis Food Company	44,460
Bekins Van & Storage	42,793
The Grove Laboratories, Inc.	41,323
Lear, Incorporated	39,443
Peter Paul, Inc.	39,432
Lehn & Fink Products Corp.	38,481
Rainier Brewing Company	33,408
Wilson Sporting Goods Co.	33,308
Signal Oil Company	32,999
Brown & Williamson Tobacco Corp.	32,379
National Industries, Inc.	28,782
John H. Breck, Inc.	27,606
Tide Water Associated Oil Co.	25,188
Sealey Mattress Company	24,180
Lance, Inc.	18,829
Zukor's, Inc.	18,460
H. Fendrich, Inc.	16,008
Joseph Schlitz Brewing Co.	13,725
Kerr Glass Manufacturing Co.	10,314
Hall Bros., Inc.	9,675
National Assn. of Mfrs.	9,414
Union Pharmaceutical Company, Inc.	8,600
Gallencamp Stores, Inc.	7,266
Stanley Home Products, Inc.	5,932
Foster Milburn Co.	4,784
American Dairy Association	4,557
"42" Products, Ltd.	4,472
Germain Seed & Plant Company	3,820
Washington Co-operative Egg & Poultry Association	3,120
Iodent Chemical Company	2,646
Communist Party	968
Masters Mates & Pilots	812
TOTAL	$40,617,130

Columbia Broadcasting System 1946 Sponsor Expenditures

Procter & Gamble Co.	$ 6,444,551
Lever Brothers Co.	3,964,263
American Home Products Corp.	3,800,965
General Foods Corp.	3,713,323
Campbell Soup Co.	2,491,030
Eversharp, Inc.	1,715,931
Colgate-Palmolive-Peet Co.	1,516,931
Philip Morris & Co.	1,448,495
Manhattan Soap Co.	1,437,202
Sterling Drug, Inc.	1,432,413
Borden Co.	1,189,957
General Electric Co.	1,186,537
American Tobacco Co.	1,083,544
R. J. Reynolds Tobacco Co.	996,882
Bourjois, Inc.	596,779
International Silver Co.	572,983
Gulf Oil Corp.	567,488
Roma Wine Co.	543,279
Electric Companies Advertising Program	539,034
Hall Bros., Inc.	535,318
Prudential Insurance Co. of America	528,684
Pabst Sales Co.	518,463
Cresta Blanca Wine Co.	484,147
Noxzema Chemical Co.	456,554
Cudahy Packing Co.	436,747
Celanese Corp. of America	405,870
Armstrong Cork Co.	403,422
Continental Can Co.	389,436
Lewis-Howe Co.	368,792
Pillsbury Mills	357,243
J. B. Williams Co.	346,547
Chrysler Corp.	336,672
Cream of Wheat Corp.	333,532
Lambert Co.	295,901
Household Finance Corp.	269,547
Curtiss Candy Co.	257,091
Wildroot Co.	225,246
Campana Sales Co.	206,955
Schenley Labs	205,243
Bowey's, Inc.	201,081
Carnation Co.	198,602
Canada Dry Ginger Ale	197,453
Quaker Oats Co.	145,110
Textron, Inc.	131,166
Peter Paul, Inc.	130,434
Ballard & Ballard Co.	116,908
Ferry-Morse Seed Co.	103,700
Prince Matchabelli, Inc.	81,536



MCA

ONDON · NEW YORK · CHICAGO · SAN FRANCISCO · BEVERLY HILLS · CLEVELAND · DALLAS · DETROIT

Luden's, Inc.	75,777
American Oil Co.	70,630
Southern Cotton Oil Co.	64,760
Union Oil Co. of Calif.	63,378
Signal Oil Co.	62,559
Richard Hudnut Sales Co.	57,976
Elgin National Watch Co.	51,616
Loma Linda Food Co.	49,278
Toni, Inc.	49,120
Gillette Safety Razor Co.	48,028
Vick Chemical Co.	45,900
Bekins Van & Storage Co.	39,520
McMahan Furniture Stores	38,220
Planters Nut & Chocolate Co.	36,911
Washington Cooperative Farmers' Assn.	36,432
Chemicals, Inc.	33,630
Lyon Van & Storage Co.	32,852
Guittard Chocolate Co.	32,226
Wilco Co.	29,796
Colonial Dames	27,828
Pict-Sweet Foods	25,443
Metropolitan Life Insurance Co.	23,986
"42" Products	22,436
E. L. Bruce Co.	21,280
Yellow Cab Co.	20,592
General Petroleum Corp. of Calif.	20,553
Sunset Oil Co.	19,432
Barron-Gray Packing Co.	19,202
Studebaker Corp.	18,613
Industrial Management Corp.	18,592
Simoniz Co.	16,927
Kelite Products	16,494
Washington State Apple Adv. Comm.	16,342
Kerr Glass Mfg. Co.	14,898
R. B. Semler, Inc.	14,703
Soil-Off Mfg. Co.	14,535
Grove Labs.	11,451
S. A. Moffat Co.	9,932
R. M. Hollingshead Corp.	4,350
J. I. Fancy Frozen Foods Co.	3,360
Safeway Stores	3,010
House of Delicacies	2,723
Newell Gutradt Co.	2,104
California Prune & Apricot Growers Assn.	1,296
H. H. Tanner & Co.	1,104
Political	36,215
TOTAL	$69,063,905

Mutual Broadcasting System 1946 Sponsor Expenditures

Coca-Cola Co.	$ 2,011,405
Ralston Purina Co.	1,471,133
Bayuk Cigars, Inc.	1,220,280
Serutan Co.	1,136,564
R. B. Semler, Inc.	1,047,723
Carter Products, Inc.	1,042,223
Miles Laboratories, Inc.	1,027,978
Procter & Gamble Co.	1,006,661
Kellogg Co.	957,174
General Motors Corp.	905,788
Whitehall Pharmacal Co.	753,016
Zonite Products Corp.	681,868
Mutual Benefit Health & Accident Asso.	650,361
Pharmaco, Inc.	619,489
General Foods Corp.	568,489
American Safety Razor Corp.	531,351
Wander Co.	528,351
Lewis-Howe Co.	491,524
Quaker Oats Co.	481,253
F. W. Fitch Co.	449,883
Revere Copper & Brass, Inc.	429,170
Conti Products, Inc.	400,868
Petri Wine Co.	400,145
Helbros Watch Co.	392,979
Barbasol Co.	391,907
Seven-Up Bottling Co.	360,368
Richfield Oil Corp. of N. Y.	344,599
Williamson Candy Co.	343,588
Lutheran Laymen's League	319,354
Stokley Bros. & Co., Inc.	297,006
Radio Bible Class	255,115
Gospel Broadcasting Assoc. (Eff. 11/3/46 Dr. Fuller F'd'tions	245,569
Voice of Prophecy	239,762
Sinclair Refining Co.	234,089
Commercial Credit Co.	220,662
Gillette Safety Razor Co.	211,450
Young People's Church of the Air	207,810
U. S. Army Recruiting Service	199,859
National Economic Council, Inc.	180,788
Cudahy Packing Co.	169,841
Ronson Art Metal Works	168,258
Hastings Mfg. Co.	160,335
Vick Chemical Co.	157,173
Employer's Group Insurance Co.	147,267
Berkshire Knitting Mills	134,252
Gum Laboratories, Inc.	122,024
Murine Co., Inc.	121,659
Adam Hat Stores, Inc.	114,138
Triangle Publications, Inc.	112,275
American Transit Asso.	105,867
Carey Salt Co.	103,224
Philco Corp.	93,959
Pepsi-Cola Co.	92,339
Delaware, Lackawanna & Western Coal Co.	87,834
Rensie Watch Co.	80,983
Knox Co.	75,453
National Board of Fire Underwriters	68,440
Wesley Radio League	50,097
Bible Institute of Los Angeles	47,743
G. Barr & Co.	47,304
Politicals—Democrats	44,247
Trimount Clothing Co., Inc.	43,675
Wilson Sporting Goods Co.	42,543
G. N. Coughlan Mfg. Co.	41,934
All America Football Conference	30,020
American Bird Products, Inc.	24,904
P. Lorillard & Co.	20,255
Grove Laboratories, Inc.	17,194
Wm. H. Wise & Co., Inc.	16,278
Horwitz & Dunberman	14,239
Perfect Circle Co.	13,089
Politicals—Republicans	13,020
Lin X	11,700
Metropolitan Life Insurance Co.	9,048
H. C. Cole Milling Co.	7,628
Christmas Club	7,576
National Association of Mfgrs.	7,158
Cot, Inc.	7,158
Mail Pouch Tobacco Co.	5,681
Shipstad & Johnson	5,099
Household Finance Corp.	1,800
I. J. Fox	1,423
Ice Capades	9[illegible]
TOTAL	$25,907,20[illegible]

National Broadcasting Company 1946 Sponsor Expenditures Not Available

A. & S. LYONS INC.

MANAGERS OF DISTINGUISHED ARTISTS

17

YEARS OF RADIO LEADERSHIP

NEW YORK

HARRY G. OMMERLE
IRENE ETKIN
BEN PEARSON
HARRIET RHODAY

NEW YORK
515 Madison Avenue

BEVERLY HILLS

JOE C. DONOHUE
WYNN ROCAMORA
MARGARET KENT

BEVERLY HILLS
356 No. Camden Drive

American Broadcasting Co. 1946 Agency Gross Billings

January	$3,708,963
February	3,348,135
March	3,659,331
April	3,411,558
May	3,470,158
June	3,336,572
July	3,237,134
August	3,132,393
September	3,265,806
October	3,301,218
November	3,323,056
December	3,422,806
TOTAL	$40,617,130

Columbia Broadcasting System Gross Monthly Billings

MONTH	MONTHLY
January	$5,650,986
February	5,072,287
March	5,497,509
April	5,161,951
May	5,275,270
June	4,934,216
July	4,075,278
August	4,223,437
September	4,475,239
October	5,195,499
November	5,141,235
December	5,360,998
TOTAL	$60,063,905

Mutual Broadcasting System 1946 Gross Monthly Billings

MONTH	MONTHLY
January	$ 2,369,521
February	2,130,879
March	2,442,141
April	2,244,614
May	2,267,233
June	2,102,569
July	1,821,204
August	1,644,847
September	2,010,615
October	2,373,610
November	2,236,485
December	2,263,484
TOTAL	$25,907,202

National Broadcasting Company Gross Monthly Billings Not Available

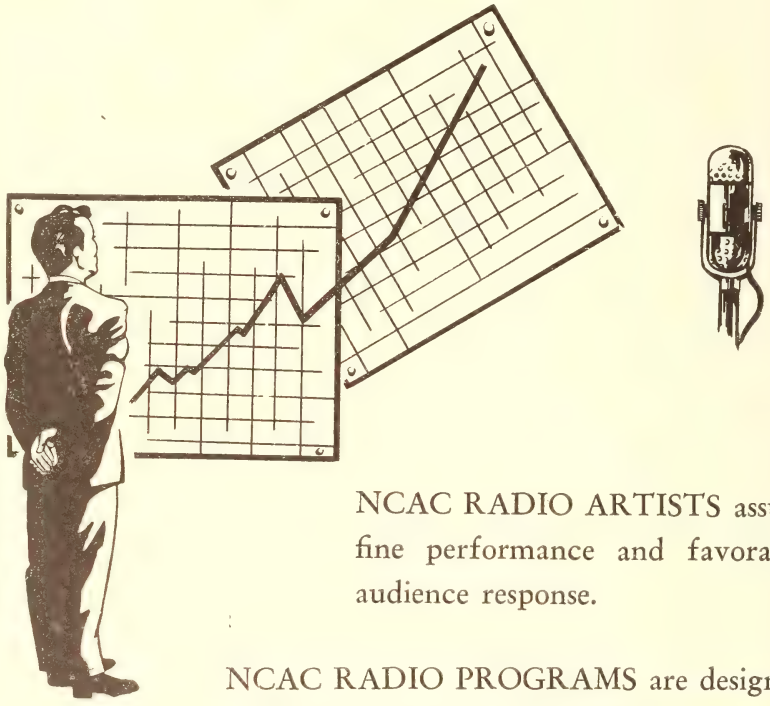
Columbia Broadcasting System Industry Classifications

Automotive	$3,261,613
Building materials	861,329
Cigars, cigarettes, tobacco	4,319,343
Clothing & dry goods	537,036
Confectionery & soft drinks	1,522,421
Drugs & toilet goods	18,373,635
Financial & insurance	822,217
Food & food beverages	13,359,843
Garden	103,700
House furniture & furnishings	3,126,682
Jewelry & Silverware	624,599
Laundry soaps & household supplies	5,994,502
Lubricants & fuel	1,660,001
Stationery & publishers	2,794,116
Travel	20,592
Wines & beers	1,545,889
Miscellaneous	1,100,142
Political	36,215
TOTAL	$60,063,905

American Broadcasting Co. Industry Classifications

Foods and food beverages	$12,292,273
Drugs and toilet goods	9,483,782
Stationery and publishers	2,731,241
House furniture and furnishings	2,385,649
Laundry Soaps and Housekeepers Supplies	2,375,722
Confectionery and soft drinks	1,922,676
Financial and insurance	1,829,908
Automotive industry	1,729,400
Building materials	1,362,109
Miscellaneous	1,211,588
Cigars, cigarettes and Tobacco	909,748
Machinery, farm equipment and mechanical supplies	684,792
Lubricants, petroleum products and fuel	592,162
Radios, phonographs and musical instruments	502,055
Clothing and dry goods	351,318
Jewelry and silverware	115,497
Wines, beers and liquors	47,133
Paints and hardware	45,683
Sporting goods	33,308
Shoes and leather goods	7,266
Garden and field	3,820
TOTAL	$40,617,130

NCAC RADIO ARTISTS and RADIO PROGRAMS WILL *BOOST* YOUR *SALES*



NCAC RADIO ARTISTS assure fine performance and favorable audience response.

NCAC RADIO PROGRAMS are designed to fill your needs . . . The BEST in value . . . The BEST in entertainment.

NCAC RADIO STAFF places its thorough knowledge of radio entertainment at your command to cooperate with you in solving your problems.

NATIONAL CONCERT AND ARTISTS CORPORATION

711 FIFTH AVENUE — NEW YORK 22, NEW YORK

ALFRED H. MORTON, President — PLaza 3-0820

Research Organizations

A. S. BENNETT ASSOCIATES
512 Fifth Avenue, New York 18, N. Y.
Phone: PEnnsylvania 6-0646

CALIFORNIA RESEARCH BUREAU
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Ho. 5111

C. C. CHAPELLE COMPANY
188 W. Randolph St., Chicago 1, Ill.
Phone: Central 8814
233 Broadway, New York 7, N. Y.
Phone: REctor 2-5640

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.
11 West 42nd Street, New York, N. Y.
Phone: CIrcle 6-6100-1-2-3-4-5

CROSSLEY, INC.
330 W. 42nd St., New York 18, N. Y.
Phone BRyant 9-5462
4 Mercer St., Princeton, N. J.

EGERT RESEARCH ASSO. INC.
595 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1294

ELLIOTT-HAYNES, LTD.
(Radio Research Division)
515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GErrard 1144
Sun Life Bldg., Montreal, Que., Canada
Phone: PLateau 6494
51 East 42nd St., New York 17, N. Y.
Phone: VAnderbilt 6-2936

C. E. HOOPER, INC.
10 East 40th St., New York 16, N. Y.
Phone, LExington 2-3000
230 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 8150
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOllywood 3553

INDUSTRIAL SURVEYS CO., INC.
292 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-0690
75 E. Wacker Drive, Chicago, Ill.

KNIGHT & PARKER
724 South Spring St., Los Angeles 14, Calif.
Phone: MAdison 1196

McKINSEY & COMPANY
(Management Consultants)
60 East 42nd St., New York 17, N. Y.
Phone, VAnderbilt 6-5280

A. C. NIELSEN COMPANY
2101 Howard Street, Chicago 45, Ill.
Phone, Hollycourt 6100

NOBLE & SWARS, INC.
7 W. 44th St., New York 18, N. Y.
Phone: MUrray Hill 2-7461

OFFICE OF RESEARCH, INC.
3470 Broadway, New York 31, N. Y.
Phone, AUdubon 3-2335

RALPH L. POWER
767 Castelar St., Los Angeles 12, Calif.
Phone: Mutual 5277

THE PULSE, INC.
110 Fulton St., New York 7, N. Y.
Phone: REctor 2-6863

RADIO COPY
162-25 Depot Road, Flushing, L. I., N. Y.
Phone: FLushing 9-7779

RADIO REPORTS, INC.
220 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-6658

ELMO ROPER
30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 6-7164

N. C. RORABAUGH CO.
347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-9186

ROSS FEDERAL RESEARCH CORP.
18 East 48th St., New York 17, N. Y.
Phone, PLaza 3-6500

SPOT RADIO SERVICE
1 East 54th St., New York 22, N. Y.
Phone: PLaza 5-9800

EVERY RADIO STATION HAS A *Problem*

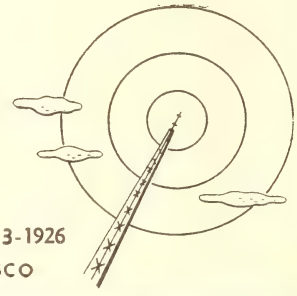
We are better equipped to do a real selling job for those radio stations that should be doing more than one hundred thousand dollars per year in national spot business and are not doing it today. If you are the owner or manager of one of these stations let us show you our plan of operation.

Adam J. Young Jr.
INCORPORATED

RADIO STATION REPRESENTATIVE

11 West 42nd Street, New York 18, New York LOngacre 3-1926

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO



☆ Radio Station Representatives ☆

ADVERTISING TIME SALES CO.

Dallas—507 Texas Bank Bldg., Irl W. Brown, Manager.....Central 9026
New York—60 East 42nd St., Lowell W. Brown, Manager.....MUrray Hill 6-1788
Chicago—360 N. Michigan Ave., John Alexander, Manager.....Franklin 5241
St. Louis—915 Olive St., Fred J. Wright, Manager.....Chestnut 1965

JAMES L. ALEXANDER

Toronto—Concourse Bldg., James L. Alexander, Manager.....Adelaide 9594
Montreal—Drummond Bldg., Emil Genest, Manager.....Harbour 6448
Stations—CKPC, Brantford, Ont.; CFJM, Brockville, Ont.; CKFI, Fort Frances, Ont.; CKDO, Oshawa, Ont.; CJIC, Sault Ste. Marie, Ont.; CHUM, Toronto, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CJFX, Antigonish, N. S.; CFAB, Windsor, N. S.; CJCJ, Calgary, Alberta.

ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg. .....M 7691
H. R. Carson, President-Mgr.-Dir.; A. R. Gibson, Secretary-Treasurer.
Montreal—Dominion Square Bldg., B. Hall.....Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert.....Elgin 2464
Winnipeg—Electric Railway Chambers, P. H. Gayner..... 96-861
Vancouver—198 W. Hastings St., J. E. Baldwin.....Marine 9542
Stations—CJVI, Victoria, B. C.; CKWX, Vancouver, B. C.; CKPG, Prince George, B. C.; CHWK, Chilliwack, B. C.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CFGP, Grande Prairie, Alta.; CJCA, Edmonton, Alta.; CFAC, Calgary, Alta.; CJOC, Lethbridge, Alta.; CHAT, Medicine Hat, Alta.; CKBI, Prince Albert, Sask; CHAB, Moose Jaw, Sask.; CKRM, Regina, Sask.; CKCK, Regina, Sask.; CKRC, Winnipeg, Man.; CKSO, Sudbury, Ont.; CJCS, Stratford, Ont.; CKOC, Hamilton, Ont.; CFRB, Toronto, Ont.; CFCF, Montreal, P. Q.; CHNC, New Carlisle, P. Q.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CFBC, St. John, N. B.; CFCY, Charlottetown, P. E. I.; CJLS, Yarmouth, N. S.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; VONF, St. John's, Nfld.

AMERICAN BROADCASTINNG COMPANY, INC.

(National Spot Sales Division

New York City—33 W. 42nd St.,.....WIsconsin 7-1737
Ralph E. Dennis, Manager; John W. Brooke, Eastern Sales Mgr.
Chicago—20 N. Wacker Drive, Roy McLaughlin, Manager.....Delaware 1900
Hollywood—1440 N. Highland Ave., Amos Baron, Manager.....Hillside 8231
Detroit—1770 Stroh Bldg., Jack Donohue, Manager.....Cherry 8321
San Francisco—155 Montgomery St., Kirk Torney, Manager.....Exbrook 6544
Pittsburgh—1820 Oliver Bldg., Kent Patterson, Manager.....Atlantic 8129
Stations—KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WXYZ, Detroit, Mich.; WJZ, New York, N. Y.; American Pacific Network.

ASSOCIATED BROADCASTING CO., LTD.

Montreal—Dominion Square Bldg. .....Belair 3325
M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; R. J. Meyer, Sales Director; S. Vineberg, Program Director; J. O. Denis, French Director; J. Feldman, Recording Department; R. O. Stevenson, Manager of Syndicated Transcription Department.
Toronto—199 Bay St. .....Adelaide 3248
M. R. Raymond, Mgr., K. H. Gregory, Sales Mgr.

Joseph Hershey McGillvra, Inc.

Advertising Representatives for Radio Stations

ESTABLISHED 1933

The McGillvra selling formula of personal calls on prospects — aggressive mail follow-ups — and close selling cooperation with the station has brought enviable sales results for the broadcasters we represent. We can quote spot sales increase figures in markets varying from small to major for established network affiliates, independent outlets, and stations new to the air waves.

Write us for our success story on stations and markets parallel to yours.

Joseph Hershey McGillvra, Inc.

366 Madison Avenue **New York 17, N. Y.**

MUrray Hill 2-8755

CHICAGO LOS ANGELES SAN FRANCISCO

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New York 17—565 Fifth Ave.....PLaza 3-2622
Lewis H. Avery, President; J. W. Knodel, Executive V.P.; B. P. Timothy, Secty.; Arthur H. McCoy, Treas.; David H. Sandeberg, Director.

Chicago 1—333 N. Michigan Ave.....Andover 4710
J. W. Knodel.

San Francisco—544 Market St.....Douglas 5873
D. H. Sandeberg.

Los Angeles—315 W. Ninth St.....Trucker 2095
Norman E. Noyes.

Stations—WGAC, Augusta; KERO, Bakersfield; WKBW, Buffalo; WHAN, Charleston; WJJD, Chicago; WSAI, Cincinnati; KDAL, Duluth; KFRE, Fresno; KILO, Grand Forks; WJEF, Grand Rapids; WFBC, Greenville; KULA, Honolulu; KHON, Honolulu; WKZO, Kalamazoo; WDGY, Minneapolis-St. Paul; KLO, Ogden; WPOR, Portland, Maine; KOIN, Portland, Oregon; WHBF, Rock Island, Ill. (Quad Cities); KROY, Sacramento; KALL, Salt Lake City; WDAR, Savannah; KJR, Seattle; KMA, Shenandoah; KXEL, Waterloo; The Intermountain Network; The Intercollegiate Broadcasting System.

BERTHA BANNAN

(New England Representative)*

Boston—80 Boylston St., Bertha Bannan, Owner; Gertrude Sane, Sales....Hubard 4370-4419

Stations—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WRDO, Augusta, Me.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WKNE, Keene, N. H.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WDEV, Waterbury, Vt.; WCOU, Lewiston, Maine; WATR, Waterbury, Conn.; WNAB, Bridgeport, Conn.; WSRR, Stamford, Conn.; WKNB, New Britain, Conn.

*Stations represented on a regional basis in New England only.

WALTER BIDDICK COMPANY

Los Angeles—568 Chamber of Commerce Bldg. (24).....Richmond 6184
G. M. Biddick, President; M. Cornell, Vice-President; George Link, Salesman.

Stations—KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KLS, Oakland, Calif.; KHUB, Watsonville, Calif.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WIBX, Utica, N. Y.; KSRO, Santa Rosa, Calif.; WIND, Gary, Ind.; KFAD, Nampa, Idaho; KCKN, Kansas City, Mo.

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E. Schuyler Ensell; Robert Eastman; Richard Gerken.
Richard D. Buckley, Vice-President; William Weldon; Robert Hill Bolling;

New York City—341 Madison Avenue.....Murray Hill 9-6084

Los Angeles—6331 Hollywood Blvd., Carleton E. Coveny; Holly Moyer.....Granite 6103

San Francisco—608 Russ Building, Lindsey Spight, Vice-President.....Douglas 3188

St. Louis—1148 Paul Brown Building, J. Chris Hetherington.....Chestnut 5688

Detroit—1114 Brook Building, Charles M. Adell.....Randolph 5257

Stations—WFBR, Baltimore, Md.; WNBF, Binghamton, N. Y.; KFYR, Bismark, N. D.; KIDO, Boise, Ia.; WHDH, Boston, Mass.; WLS, Chicago, Ill.; KFRU, Columbia, Mo.; WBNS, Columbus, O.; KFEL, Denver, Colo.; KIEM, Eureka, Cal.; WMMN, Fairmont, W. Va.; KFRE, Fresno, Cal.; WHP, Harrisburg, Pa.; KTRH, Houston, Texas; WIBC, Indianapolis, Ind.; WROL, Knoxville, Tenn.; KHJ, Los Angeles, Cal.; WLOL, Minneapolis, St. Paul; WDSU, New Orleans, La.; WNEW, New York, N. Y.; KODY, North Platte, Neb.;



In just One Year

We have proved that Aggressive Activity brings results . . .

On January 1, 1946, our newly formed organization represented just three radio stations.

Today that list includes many outstanding stations located in important markets throughout the United States as well as a rapidly growing regional network. Here they are:

EAST CENTRAL

WKBW	Buffalo, N. Y.
WSAI	Cincinnati, Ohio
WJEF	Grand Rapids
WKZO	Kalamazoo, Mich.
WPOR	Portland, Maine

WEST CENTRAL

WJJD	Chicago, Ill.
KDAL	Duluth, Minn.
KILO	Grand Forks, N. D.
WDGY	Minneapolis-St. Paul
WHBF	Rock Island, Ill.—Quad Cities
KMA	Shenandoah, Ia.
KXEL	Waterloo, Iowa

SOUTHEAST

WGAC	Augusta, Ga.
WHAN	Charleston, S. C.
WFBC	Greenville, S. C.
WDAR	Savannah, Ga.

ROCKY MOUNTAIN

KALL	Salt Lake City
KLO	Ogden, Utah

INTERMOUNTAIN NETWORK

WEST COAST

KERO	Bakersfield, Calif.
KFRE	Fresno, Calif.
KOIN	Portland, Oregon
KROY	Sacramento, Calif.
KJR	Seattle, Wash.
KVPO	Honolulu, Hawaii

INTERCOLLEGIATE BROADCASTING SYSTEM

A year ago we said, "It is our aim and objective . . . to bring the business of station representation out of the doldrums of passivity into the realm of aggressive activity." We believe we are accomplishing this aim for the stations we represent. "Aggressive activity" has paid dividends and we believe it will continue to pay dividends for these important properties.

We will continue, in 1947 and the years to come, to give radio stations, advertising agencies and advertisers alike, service geared to the ever-increasing competitive situation.

Avery-Knodel, INC.

RADIO STATION REPRESENTATIVE

NEW YORK	SAN FRANCISCO	LOS ANGELES	CHICAGO
565 Fifth Ave.	544 Market Street	315 W. Ninth St.	333 N. Michigan Ave.
PLaza 3-2622	DOuglas 5673	TUcker 2095	ANDover 4710

WOW, Omaha, Neb.; KOY, Phoenix, Ariz.; KALE, Portland, Ore.; WMBG, Richmond, Va.; KXOK, St. Louis, Mo.; KDYL, Salt Lake City, Utah; KFXM, San Bernardino, Cal.; KGB, San Diego, Cal.; KFRC, San Francisco, Cal.; KDB, Santa Barbara, Cal.; WGBI, Scranton, Pa..; KGDM, Stockton, Cal.; KOL, Seattle, Wash.; WWVA, Wheeling, W. Va.; WHIZ, Zanesville, O.; KGMB, Honolulu, Hawaii; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WDBO, Orlando, Fla.; WFLA, Tampa, Fla.; Don Lee Broadcasting System (MBS) Arizona Network.

THE BOLLING CO. INC.

New York—480 Lexington Avenue.....PLaza 9-8150
George H. Bolling; Robert H. Bolling; E. Schuyler Ensell.

Chicago—360 No. Michigan Avenue.....DEarborn 5-2777
Station—WNBF, Binghamton, N. Y.

D. L. BOUFFORD

Toronto—112 Yonge St., 1.....AD. 7468
Stations—CKCH, Hull, Quebec.

THE BRANHAM COMPANY

New York—230 Park Avenue.....Murray Hill 6-1860
M. H. Long, President; Joseph F. Timlin, Vice-President, N. Y., Manager of radio department.

Chicago—360 N. Michigan Avenue.....Central 5726
John Petrie, Chairman of the Board, Chicago; C. B. Peterson, Vice-President, Chicago; Manager radio department.

Detroit—General Motors Bldg., Harry Anderson.....Trinity 1-0440

Dallas—First National Bank Bldg., J. S. McCauley.....Central 8569

Atlanta—Rhodes Haverty Bldg., J. B. Keough.....Walnut 4851

St. Louis—Arcade Bldg., J. E. Nicholson.....Chestnut 6192

Kansas City—Board of Trade Bldg., G. F. Dillon.....Harrison 1023

San Francisco—5 Third St., George D. Close.....Garfield 6740

Los Angeles—George D. Close, Inc., L. A., 448 S. Hill St., Chet Doyle, L.A..Michigan 1269

Charlotte, N. C.—612 Commercial National Bank Bldg., H. L. Ralls.....Charlotte 8839

Memphis—1018 Sterick Bldg., Sidney L. Nichols, Memphis.....Memphis 8-2344
Stations—WLAY, Muscle Shoals, Ala.; WMOB, Mobile, Ala.; KTHS, Hot Springs, Ark.; KFMB, San Diego, Calif.; KWKH, Shreveport, La.; WCPO, Cincinnati, O.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRIC, Beaumont, Texas; KWBU, Corpus Christi, Texas; KRLD, Dallas, Texas; WCHS, Charleston, West Va.; WBLK, Clarksburg, West Va.; WSAZ, Huntington, West Va.; WPAR, Parkersburg, West Va.

BROADCAST SALES CO.

New York City—280 Madison Ave.....MUrray Hill 7-7422
Peggy Stone, Manager; Thomas Stone, Asst.

Chicago—360 N. Michigan Ave., George Roesler.....Randolph 9034

Hollywood—6362 Hollywood Blvd., Homer Griffith.....Granite 6113

San Francisco—681 Market St., David Williamson.....Douglas 4475
Stations—**WJIM, Lansing, Michigan; **WINN, Louisville, Kentucky; **WMAN, Mansfield, Ohio; **WMRN, Marion, Ohio; **WMPS, Memphis, Tennessee; New England Cupboard on *WNAC, Boston, Mass.

**American Affiliate. *Mutual Affiliate.

HOWARD C. BROWN COMPANY

Hollywood—6404 Sunset Blvd.....Hollywood 6045
H. C. Brown, In Charge; Helen V. Brown, Office Manager.

Wellington, New Zealand—P. O. Box 1359, B. T. Sheil.....

Johannesburg, South Africa—P. O. Box 7065, Charles Berman.....

Sydney, Australia—G.P.O. Box 6199, C. MacArthur.....
Stations—3XY, Melbourne, Australia; Efftee Network, Australia; XORA, Shanghai, China.

THE PAN AMERICAN MARKET

Your neighbors throughout the Americas are constantly increasing their purchases of U. S. products.

Wise advertisers are using the great Pan American radio stations to reach this huge buying audience.

Let us tell you how you can get your share of this rich fertile market.

Representatives for radio stations in

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Argentina
Bolivia
British Guiana
Chile
China
Colombia
Costa Rica
Cuba
Dominican Republic
Dutch Guiana
Ecuador
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Guatemala
Haiti
Hawaii
Honduras
Iceland
Venezuela
Mexico
Nicaragua
Newfoundland
Panama
Paraguay
Peru
Puerto Rico
South Africa
Uruguay

Pan American Broadcasting Co.

330 Madison Avenue New York (17), N. Y.

In Chicago . . . Fred Jones, 228 No. Lasalle St.
In Hollywood . . . Homer Griffith, 6123 Selma Ave.
In Dallas . . . Walter S. Kline, 711 Construction Bldg.
In San Francisco . . . H. Wells, 681 Market St.

BURN-SMITH COMPANY, INC.

Chicago 1—307 N. Michigan Ave.....Central 4437
John A. Toothill, President & General Manager.

New York 18—19 W. 44th St.....MUrray Hill 2-3124
C. Stanley Bailey, V-P. & Eastern Manager.

Los Angeles 15—568 Chamber of Commerce Bldg., Walter Biddick, Mgr...Richmond 6184

Stations—KFOX, Long Beach, Calif.; WRUF, Gainesville, Fla.; WLOF, Orlando, Fla.; WALB, Albany, Ga.; WSUA, Bloomington, Ind.; WTRC, Elkhart, Ind.; KVFD, Fort Dodge, Iowa; KCBC, Des Moines, Iowa; WHAL, Greenfield, Mass.; WLBJ, Bowling Green, Ky.; WHLN, Harlan, Ky.; WOMI, Owensboro, Ky.; WPAG, Ann Arbor, Mich.; WELL, Battle Creek, Mich.; WJLB, Detroit, Mich.; WLOU, Detroit, Mich. (FM); WFDF, Flint, Mich.; WCMA, Corinth, Miss; WISE, Asheville, N. C.; WCNC, Elizabeth City, N. C.; WHHT, Durham, N. C.; WGBG, Greensboro, N. C.; WMFR, High Point, N. C.; WFTC, Kinston, N. C.; WCBT, Roanoke Rapids, N. C.; WSTP, Salisbury, N. C.; WMFD, Wilmington, N. C.; WCMW, Canton, Ohio; KWJJ, Portland, Oreg.; WMRF, Lewistown, Pa.; WBAX, Wilkes-Barre, Pa.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.; WFVA, Fredericksburg, Va.; WGH, Norfolk-Newport News, Va.; WNVA, Norton, Va.; WSSV, Petersburg, Va.; WJLS, Beckley, W. Va.; WEPM, Martinsburg, W. Va.; WMRC, Greenville, S. C.; WIBU, Madison-Poynette, Wis.; The Wisconsin Network; WJSW, Altoona, Pa.; WKBZ, Muskegon, Mich.; WKLA, Ludington, Mich.; WWXL, Peoria, Ill.

CANADIAN BROADCASTING CORPORATION

Toronto—354 Jarvis Street.....Midway 5481
E. A. Weir, Commercial Manager; W. E. Powell, Asst. Commercial Mgr.

Montreal—1231 St. Catherine Street, West.....Plateau 7161
Omer Renaud, Commercial Manager—Quebec Division.

Stations—CBA, Sackville, N. B.; CBH, Halifax, N. S.; CBM, Montreal, Que.; CBF, Montreal, Que.; CBJ, Chicoutimi, Que.; CBV, Quebec City, Que.; CBL, Toronto, Ont.; CJBC, Toronto, Ont.; CBO, Ottawa, Ont. CBK, Watrous, Sask.; CBR, Vancouver, B. C.

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Ben Ludy, General Manager; Edna Hann, Ass't; Kathryn Young.

New York City—420 Lexington Avenue.....Mohawk 4-3280
William L. McKee.

Chicago—180 N. Michigan Avenue, Tom L. Greene,.....Central 5977

Kansas City, Mo.—300 Waltower Bldg., Joseph H. Story, Jr.....Victor 3864

San Francisco—1207 Russ Bldg., Fred Jameson, Kenneth Morris.....Douglas 5220

Stations—KCKN, Kansas City, Mo.; WIBW, Topeka, Kans.

THOMAS F. CLARK CO., INC.

New York—205 East 42nd St.....MUrray Hill 4-6317
Thomas F. Clark, President; Miss Mary Dempsey, Manager.

Chicago—35 East Wacker Drive.....Central 1112
C. J. Anderson, Manager.

Stations—WJRD, Tuscaloosa, Ala.; KIUP, Durango, Col.; KFKA, Greeley, Col.; KOKO, La Junta, Col.; KGEK, Sterling, Col.; WIRA, Fort Pierce, Fla.; WRHP, Tallahassee, Fla.; WMOG, Brunswick, Ga.; WMJM, Cordele, Ga., WLAG, La Grange, Ga.; WMGA, Moultrie, Ga.; WRLC, Toccoa, Ga.; WFRP, Savannah, Ga.; WCAZ, Carthage, Ill.; WSNJ, Bridgeton, N. J.; WMBO, Auburn, N. Y.; WNBZ, Saranac, N. Y.; WWRL, Woodside, N. Y.; WEGO, Concord, N. C.; WBUY, Lexington, N. C..; WENC, Whiteville, N. C.; KWIL, Albany, Ore.; KMED, Medford, Ore.; KGFL, Roswell, New Mexico; KTNM, Tucumcari, New Mexico; KOCA, Kilgore, Texas; KPLT, Paris, Texas; KIUN, Pecos, Texas.

B. FRANK COOK

(Southeastern Representative)*

Atlanta, Ga.—1104-22 Marietta St. Bldg.....Walnut 1231
Stations—WALB, Albany, Ga.; WFBC, Greenville, S. C.
* Stations represented on a regional basis only.

COX & TANZ

Philadelphia—Drexel Building .....Lombard 3-1720
E. R. Tanz

New York—A. P. Cox, Executive in Charge, 285 Madison Avenue.....LExington 2-2450

Chicago—228 N. La Salle Street, J. C. Cox, Jr., Executive in Charge.....Franklin 2095
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Race 2050
Pittsburgh—Keystone Hotel, Thomas B. Price, Rep.,.....Grant 5200
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Stations—The Alaska Broadcasting System of: KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; Radio Mozambique, South Africa; ZFY, Georgetown, British Guiana; WIAC, San Juan, Puerto Rico; WKAQ, San Juan, Puerto Rico; HP5J-HP6J, Panama City, Panama; TIPG-TINBC, San Jose, Costa Rica; HOL-HOLA, Colon, Panamwa; HHBM-HHCM-HHGM, Port-au-Prince, Haiti; HHW, Port-au-Prince, Haiti; HIN-HI-N, Ciudad Trujillo, D. R.; La Cadena Azul, with 6 stations in: Portoviejo, Ecuador; Guayaquil, Ecuador; Cuenca, Ecuador; Ibarra, Ecuador; Quito, Ecuador; Ambato—Emisoras Atlantico and Emisoras Unidas of Barranquilla, Colo.; Radiodifusora Venezuela, Radio Caracas, Ondas Populares, of Caracas, Venezuela; The Radios La Cooperativa, Vitlicia network of 8 stations in Chile: Valparaiso, Santiago, Valdivia, Temuco, Puerto Montt, Punta Arenas; Radio Cristal, Bogota, Colo., La Voz Del Valle, Cali, Colo., La Voz De Antioqua, Medellin, TGW, Guatemala City, Guatemala; HRN, Tegucigalpa, Honduras; Rikisutvarpid, Raykjavik; YNPS, Managua, Nicaragua; ZP9, Asuncion, Paraguay; ZP5, Encarnacion, Paraguay; Ecos Del Zulia, Maracaibo; YSO-YSN, San Salvador, E.S.; The El Expectador Network of 10 stations in Uruguay: The Peruvian Network of 9 stations, XOAR, Shanghai, China; FJV, Suva, Fiji Islands; The Patagonia Network of Argentina; Radio Popular, Maracaibo; AVROS, Paramaribo, Dutch Guiana.

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Kansas City 6—1112 Dierks Bldg., Owen H. Balch, Mgr.....Grand 2144

St. Louis 1—915 Olive St., Ralph Schulenburg, Mgr.....Garfield 6865

Los Angeles 5—685 S. Lafayette Park Place, Robert W .Walker, Mgr.....Drexel 4388

San Francisco 4—68 Post St., Rogers P. Parratt, Mgr.....Sutter 5568

Stations—KLCN, Blytheville, Ark.; KPRO, Riverside-San Bernardino, Calif.; KROP, Brawley-El Centro, Calif.; KREO, Indio-Palm Springs, Calif.; WINK, Ft. Myers, Fla.; WLAK, Lakeland, Fla.; WSPB, Sarasota, Fla.; WTSP, St. Petersburg-Tampa, Fla.; WKRO, Cairo, Ill.; WIND, Chicago, Ill.; WJPF, Herrin, Ill.; WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KOAM, Pittsburg, Kan.; KSAL, Salina, Kan.; KVGB, Great Bend, Kan.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.; KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KWNO, Winona, Minn.; KWLM, Willmar, Minn.; KROC, Rochester, Minn.; KMHL, Marshall, Minn.; WCAR, Pontiac, Mich.; KCMO, Kansas City, Mo.; KHMO, Hannibal, Mo.; KFVS, Cape Girardeau, Mo.; KWOC, Poplar Bluff, Mo.; WEW, St. Louis, Mo.; KWTO, Springfield, Mo.; WOV, New York, N. Y.; WDUK, Durham, N. C.; KELO, Sioux Falls, S. D.; WJHL, Johnson City, Tenn.; WBIR, Knoxville, Tenn.; KRBC, Abilene, Texas; KFDA, Amarillo, Texas; KBST, Big Spring, Texas; KGKL, San Angelo, Texas; KGKB, Tyler, Texas. NETWORKS: Florida West Coast Network—(WINK, WLAK, WSPB, WTSP); West Texas Network—(KRBC, KGKL, KBST).

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Chicago 3—122 S. Michigan Ave., F. W. Thurnau, Mgr.....Harrison 8085

Detroit 2—7338 Woodward Ave., J. J. Higgins, Mgr.....Madison 0790

Atlanta 3—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Mgr.....Walnut 1334

Philadelphia 7—12 South 12th St., Robert Hitchings, Manager.....Walnut 3555

Stations—WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WTAL, Tallahassee, Fla.; WDHL, Bradenton, Fla

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William Cartwright.

San Francisco 4—Russ Bldg., Earle H. Smith, King Harris.....Garfield 4082

Los Angeles 13—601 W. 5th Street, Chester Matson.....Michigan 8729

St. Louis 3—Shell Bldg., George Kercher.....Chestnut 7191

Boston 16—Statler Bldg., 20 Province St., James G. Sandison.....Hubbard 6342

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210 W. 7th St. (14), R. L. Power.....Madison 4221
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San Francisco 5—681 Market St., H. G. Wells, Mgr.....Douglas 4475

Dallas—711 Construction Bldg., Walter Kline, Mgr.....Riverside 2673

Hollywood 28—6123 Selma Ave., David A. Williamson, Mgr.....Hollywood 6281

Stations—WMGY, Montgomery, Ala.; WJNO, West Palm Beach, Fla.; WEST, Easton, Pa.; WGAL, Lancaster, Pa.; WMBS, Uniontown, Pa.;

WDEL, Wilmington, Del.; WTVL, Waterville, Me.; WKBO, Harrisburg, Pa.; WLBR, Lebanon, Pa.; WORK, York, Pa.; WKAT, Miami Beach, Fla.; WAAT, Newark, N. J.; WAZL, Hazleton, Pa.; WRAW, Reading, Pa.; HOX-HOXA-HOXB-HOXD, Panama (Republic of Panama).

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Winnipeg—Lindsay Bldg., A. J. Messner, Mgr..... 96374

Stations—CHGS, Summerside, P. E. I.; CKTS, Sherbrooke, P. Q.; CJOB, Winnipeg, Man.; CFRN, Edmonton, Atl;a. CJAV, Port Alberni, B. C.; CKCV, Quebec, P. Q.; CKCH, Hull, P. Q.; CFQC, Saskatoon, Sask.; CKNW, New Westminster, B. C.; CJSO, Sorel, P. Q.; CKPR, Fort William, Ont.; CFCN, Calgary, Alta.; CKMO, Vancouver, B. C.

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Los Angeles 5—672 S. Lafayette Pk. Pl., Jack V. Porter, Manager.....MUtual 2317

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WCLO, Janesville, Wisc.; KSWM, Joplin, Mo.; WKBV, Richmond, Ind.; WIL, St. Louis, Mo.; KFBC, Cheyenne, Wyo.; KMYR, Denver, Colo.; KTKC, Visalia, Calif.; KFWB, Los Angeles, Calif.; KWBR, Oakland, Calif.; KSAN, San Francisco, Calif.; KEVR, Seattle, Wash.; WHOB, Gardner, Mass.

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Boston 16—507 Statler Office Bldg., Robert C. Foster.....Hubbard 3225

Detroit 26—1264 Penobscot Bldg., Robert B. Rains.....Cherry 0764

Atlanta 3—804 Candler Bldg., Royal E. Penny.....Jackson 5026

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P. Joseph Bogner, Jack Martin, Robert C. Whitehead, Jr.

Kansas City—15 W. 10th St., Wm. Temple, Mgr.....Victor 0021

San Francisco—703 Market St., Jack Hall.....Douglas 4475

Los Angeles—412 W. 6th St., Davis S. Ballou.....Van Dike 6314

Stations—WHMA, Anniston, Ala.; WJLD, Bessemer, Ala.; WJOI, Florence, Ala.; WJBY, Gadsden, Ala.; WHBB, Selma, Ala.; WTBC, Tuscaloosa, Ala.; KWFC, Hot Springs, Ark.; WKEU, Griffin, Ga.; WJBC, Bloomington, Ill.; WSIV, Pekin-Peoria, Ill.; WCVS, Springfield, Ill.; KSTT, Davenport, Ia.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WKTM, Mayfield, Ky.; WCIF, Madisonville, Ky.; WPAD, Paducah, Ky.; WHDF, Calumet-Houghton, Mich.; WGCM, Biloxi-Gulfport, Miss.; WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WJPR, Greenville, Miss.; WMOX, Meridian, Miss.; WQBC, Vicksburg, Miss.; WELO, Tupelo, Miss.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; KRES, St. Joseph, Mo.; KTTS, Springfield, Mo.; KORN, Fremont, Neb.; KHBG, Okmulgee, Okla.; WLPM, Suffolk, Va.; KONP, Port Angeles, Wash.; KDFN, Casper, Wyo.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo. Mid-South Network: WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WMCX, Meridian, Miss.; WELO, Tupelo, Miss.

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Winnipeg—608 Manitoba Telephone System Bldg.....Winnipeg 92-191
W. G. Carpenter, Mgr.
Stations—CJCH, Halifax, N. S.; CHSJ, Saint John, N. B.; CKCW, Moncton, N. B.; CJEM, Edmundston, N. B.; CJBR, Rimouski, Que.; CKSF, Cornwall, Ont.; CJBQ, Belleville, Ont.; CHOV, Pembroke, Ont.; CFOR, Orillia, Ont.; CFOS, Owen Sound, Ont.; CKLW, Windsor, Ont.; CJRL, Kenora, Ont.; CKY, Winnipeg, Man.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CJGX, Yorkton, Saskatchewan; CKLN, Nelson, B. C.; CJOR, Vancouver, B. C.; CFPR; Prince Rupert, B. C.; CHML, Hamilton, Ont. (Montreal and Winnipeg only); CFPL, London, Ont. (Montreal and Winnipeg only).

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Los Angeles—672 S. Lafayette Pk. Pl., Harlan Oakes.....Fairfax 3200

San Francisco—1085 Monadhock Bldg., Lester Meek.....Douglas 4475

Stations—WOLF, Syracuse, N. Y.; WSAY, Rochester, N. Y.; WSLG, Ogdensburg, N. Y.; WLBC, Muncie, Ind.; WBRK, Pittsfield, Mass.; WHYN, Holyoke, Mass.; WHEB, Portsmouth, N. H.; WKBR, Manchester, N. H.; WKXL, Concord, N. H.; WAIR, Winston Salem, N. C.; WKWF, Key West, Fla.; WGRC, Louisville, Ky.; WTMV, East St. Louis, Ill.; WOSH, Oshkosh, Wis.; WRJN, Racine, Wis.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; WOMT, Manitowoc, Wis.; WJAG, Norfolk, Neb.; KOCY, Oklahoma City, Okla.; KSKY, Dallas, Tex.; KBWD, Brownwood, Tex.; Z Bar Network—Montana; Pacific Northwest Broadcasters; KFPY, Spokane, Wash.; KSEI, Pocatello, Ida.; KXLF, Butte, Montana; KXLJ, Helena, Mont.; KXLQ, Bozeman, Mont.; KXL, Portland, Oregon; KGHI, Little Rock, Ark.; KFPW, Ft. Smith, Ark.; KABR, Aberdeen, S. Dakota; KLPM, Minot, N. Dakota; WFNC, Fayetteville, N. C.; The Tobacco Network—N. C.

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San Francisco—Mark Hopkins Hotel, Lincoln P. Simonds, Mgr.....Yukon 1899

Atlanta—Hass-Howell Bldg., Charles P. Coleman, Mgr.....Cypress 4081

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CKOV, Kelowna, B. C.; CKPG, Prince George, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CFBC, St. John, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CJLS, Yarmouth, N. S.; CKOC, Hamilton, Ont.; CFPA, Port Arthur, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CHUM, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CKCV, Quebec City, Que.; CKBI, Prince Albert, Sask.; CHAB, Moose Jaw, Sask.; CKCK, Regina, Sask.; CKRM, Regina, Sask.

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Robert S. Russell, Manager.

Los Angeles 13—448 S. Hill St., A. O. Dillenbeck, Jr.....Michigan 6203

San Francisco 4—627 Mills Bldg., Duncan A. Scott.....Sutter 1393

Stations—CKLW, Detroit; KLAC, Los Angeles; KOLO, Reno; KSJB, Jamestown; KXOA, Sacramento; KYA, San Francisco; WABI, Bangor; WBMS, Boston; WBNY, Buffalo; WHB, Kansas City; WIBG, Philadelphia; WKLX, Lexington; WKNB, New Britain; WQXR, New York; CFAB, Windsor, N. S.; CFAR, Flin Flon, Man.; CFJM, Brockville, Ont.; CFOR, Orilla, Ont.; CFOS, Owen Sound; CFRB, Toronto, Ont.; CHLN, Three Rivers, Que.; CHML, Hamilton, Ont.; CHNC, New Carlisle, Que.; CHOV, Pembroke, Ont.; CHRC, Quebec, Que.; CHSJ, Saint John, N. B.; CJAD, Montreal, Que.; CJBQ, Belleville, Ont.; CJBR, Rimouski, Que.; CJEM, Edmundston, N. B.; CJFX, Antigonish, N. S.; CJGX, Yorkton, Sask.; CJOR, Vancouver, B. C.; CJRL, Kenora, Ont.; CKAC, Montreal, Que.; CKFI, Fort Frances, Ont.; CKLN, Nelson, B. C.; CKLW, Windsor, Ont.; CKX, Brandon, Man.; CKY, Winnipeg, Man.


FOR RADIO NEWS
UNITED PRESS

NEWS SERVICES

International News Service

New York—235 East 45th Street.....MUrray Hill 2-0131

Executives

General Manager.....Seymour Berkison
Editor-In-Chief .....Barry Faris
Business Manager.....William B. Goode
Sales Manager.....Frank J. Nicht

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....CIrcle 7-7363

Executives

General Manager.....William J. McCambridge
Assistant General Manager.....Oliver Gramling
Radio News Director.....Tom O'Neil

Reuters

New York—50 Rockefeller Plaza.....CIrcle 6-3960

Executives

Manager.....D. Kimpton Rogers
News Editor.....Stanley Burch
Secretary of Accountants.....Sally Ojala
Chief Washington Correspondent.....Paul Scottrankine
Senior Editor—Washington.....William Hardcastle

Transradio Press Service, Inc.

New York—521 Fifth Avenue.....MUrray Hill 2-4053-4

Executives

Chairman of the Board.....Herbert Moore
President .....Dixon Stewart

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

President .....Hugh Baillie
Vice-President & General Business Manager..E. M. Williams
Radio News Manager.....Phil Newsom
Vice-President & Sales Manager.....Jack Bisco
Asst. Business Manager.....Leroy Keller
Radio Sales Manager.....Alfred F. Harrison

Sherman & Marquette, *Inc.*

ADVERTISING



CHICAGO • NEW YORK • HOLLYWOOD

ADVERTISING AGENCIES

Listing includes agencies placing network and important spot business during 1946 and those handling larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

AAAA . . . *American Association of Advertising Agencies*
ABC . . . *Audit Bureau of Circulation*
ABP . . . *Associated Business Papers*
ANPA . . . *American Newspaper Publishers' Association*
APA . . . *Agricultural Publishers' Association*
FAAG . . . *First Advertising Agency Group*
NOAB . . . *National Outdoor Advertising Bureau*
OAAA . . . *Outdoor Advertising Association of America, Inc.*
PPA . . . *Periodical Publishers' Association*
PRB . . . *Pacific Recognition Bureau*
SAAA . . . *Southwestern Association of Advt. Agencies*
SNPA . . . *Southern Newspaper Publishers' Association*

AD MASTERS ADV., INC.

519 11th St., N.W., Washington 4, D. C.
Phone District 0551
President.....John E. Waterfield
Treasurer.....Edmund S. Goss
Radio Account Placed—WINX, Washington, D. C.

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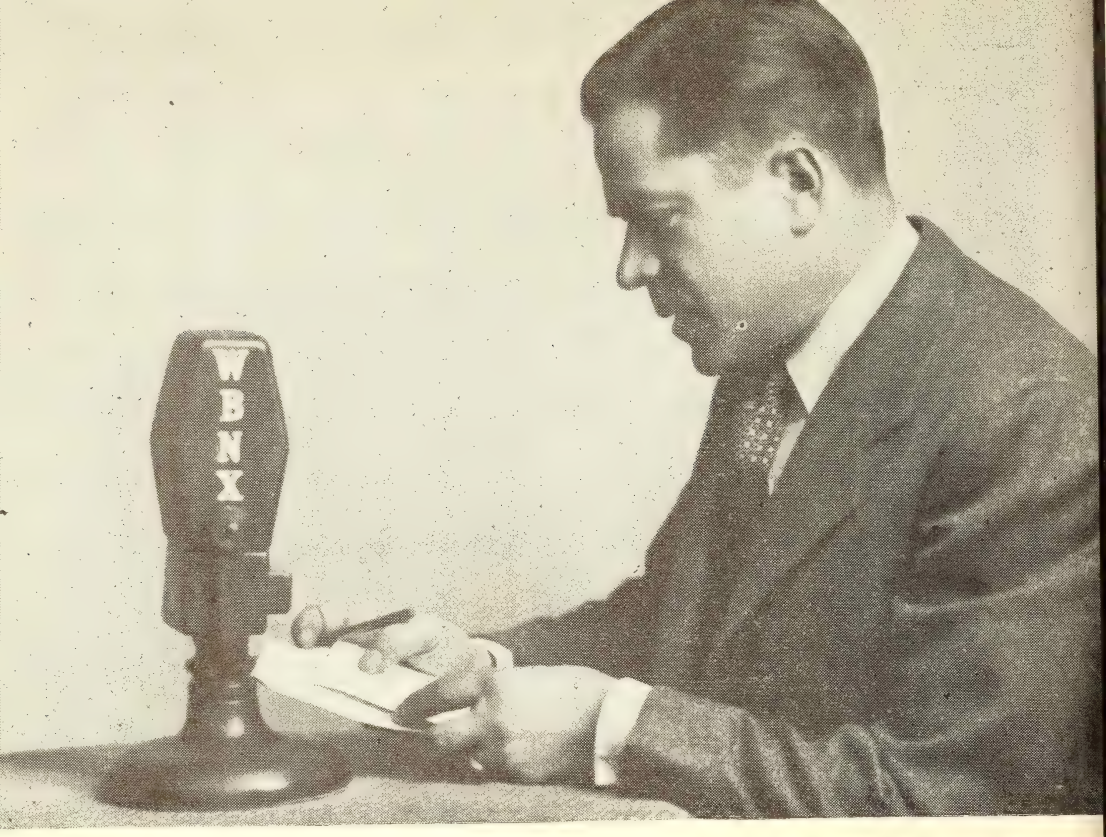
ADVERTISING, INC.

1523-29 Central National Bank Bldg.,
Richmond, Va.
Phone 32800 & 32809
ANPA—SNPA—APA—FAAG
President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary-Radio Director..Alicia G. Smithers
Radio Accounts Placed—Southern Dairies, R. F. & P. Railroad, Richmond Maid Mfg. Co., Henry R. Haase Furs, Sydnor & Hundley, Inc.

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ADVERTISERS BROADCASTING CO., INC.

117 West 46th St., New York 19, N. Y.
Phone BRyant 9-1176
Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producers.....Jacob F. Keilson,
Bernard Rubinstein
Continuity Chief.....Jacob I. Freedman
Program Planning.....David M. Hausdorff
Radio Accounts Placed—Foreign Language Programs: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Baker's Cocoa, Yuban Coffee); Horowitz-Margareten; I. Rokeach & Sons, Inc.; R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O); Francis H. Leggett & Co. (Premier Food Products); Whitehall Pharmacal Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Pepsi-Cola Co. ("Evervess" Sparkling Water); Florida Citrus Commission (Florida Canned Grapefruit Juice, Florida Canned Blended Juice); The Barbasol Company (Barbasol); Penick & Ford, Ltd. (My-T-Fine Desserts); Ex-Lax, Inc. (Ex-Lax); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); "The 'Junket' Folks" ("Junket" Rennet Products); Florida Citrus Exchange (Florigold Oranges and Grapefruit); The S.O.S. Company (S.O.S.); Cudahy Packing Co. (Old Dutch Cleanser); The Birkett Mills (Wolff's Buckwheat Products); Pillsbury Flour Mills Co. (Pillsbury Enriched



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YOU tell us what to say to these 1,500,000 Italo-Americans who listen daily to our programs; we'll deliver your message to them, the way they understand it . . . like it . . . and act on it. We learned how to do it the hard way . . . and now with fourteen years behind us we have the solid experience to offer you the benefit of our successful system.

LIDO BELLI

Producer — *Director* — *Announcer*

PROGRESSIVE RADIO ADVERTISING CO.

260 East 161st Street New York 51, N. Y.

MElrose 5-5522

Farina); General Mills, Inc. (Betty Crocker Pea Soup Ingredients); The Quaker Oats Co. (Quaker Oats); The Kellogg Co. (Kellogg's Raisin Bran); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry); Holsum Food Products (Holsum Peanut Crunch Peanut Butter, Holsom Peanut Creme Peanut Butter).

•

ADVERTISING & SALES COUNCIL, INC.

Winchester, Va.
PPA

President & Time Buyer.....John Freiburg
Account Placed—O'Sullivan Rubber Co., Inc.

•

AETNA ADVERTISING AGENCY

1776 Broadway, New York 19, N. Y.
Phone, CIrcle 7-7510
ANPA

Partner.....Lawrence S. Morris
Partner.....Julia Morris
Account Executives.....Robert Marcus, David Collins
Radio Accounts Placed—La Martinique, White Oaks Inn, Merry Go Round, Havana Madrid, Jarwood, Inc., Strand Hotel, Products Dist. Corp., Gilmores Restaurant, Essex House (Carousel), "18" Club.

•

THE AITKIN-KYNETT COMPANY

1400 South Penn Square
Philadelphia 2, Pa.
Phone Rittenhouse 7810
AAAA — APA — NOAB — ABP — ANPA
PPA — OAAA

Senior Partner-Time Buyer....H. H. Kynett
Partner.....A. K. Aitkin
Partner.....M. E. Goldman
Radio Director.....D. Langan
Radio Accounts Placed—Stephano Bros.; Phillips Packing Co.; R. M. Hollingshead Corp.

•

R. H. ALBER CO.

1151 S. Broadway, Rm. 458,
Los Angeles 15, Calif.
Phone PRospect 3331

President.....R. H. Alber
Vice-President.....Pauline Hagen
Treasurer.....Evelyn Jones

•

ALLEN & REYNOLDS

833 Insurance Bldg., Omaha 15, Nebr.
Phone, Atlantic 4445
AAAA—ANPA—APA—ABP—NOAB

Partners.....Earl H. Allen, Milton H. Reynolds
Account Executives.....Earl H. Allen, Milton H. Reynolds, Clair Wolfe, Robert Reynolds, Karl M. Joens, William Newens, Jack Anderson.
Radio Department.....Harry Walsh, Helen Moeller.
Radio Producers.....Harry Walsh, Karl M. Joens.

Branch Office
854 Stuart Bldg., Lincoln, Nebr.
Phone: 27545

Radio Accounts Placed—P. F. Petersen Baking Co., George H. Lee Co., Merchants Biscuit Co., Nebraska Consolidated Mills Co., Nebraska Power Co., Byron Reed Co., Hill Hotel, Pioneer Glass & Paint Co., United States National Bank, Quaker Petroleum Co., Boyer Lumber & Coal Co., Commercial Savings & Loan, L. L. Coryell & Son, Mid-West Clean-Jn Co., T. H. Maenner Co.

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ALLIED ADVERTISING AGENCIES

167 S. Vermont Ave., Los Angeles 4, Cal.
Phone, Drexel 7331

President.....W. F. Gardner
Vice-President.....Howard Esary
Secretary-Treasurer.....William Welsh
Radio Producers.....Stuart Heinemann, Ray Cormier, Kay Previa, Noel Schram.

Branch Offices
725 Hearst Bldg., 3rd & Market Sts.
San Francisco 3, Cal.
Phone, Douglas 7018

Manager.....Vic Ueberroth

353 Henry Bldg.
Seattle 1, Wash.
Phone, Elliott 0936
George Routh

Radio Accounts Placed—Los Angeles Examiner, J. J. Newberry Co., Central Chevrolet Co., Star Stores, Inc., West Pico Furniture, Inc., Gilmore Stadium, Inc., Dr. F. E. Campbell, Flamingo Sales, Trimal Lab., Zuni Sales, S. F. Chronicle, Bayshore Stadium, E. W. Taylor, Calif. Music House, Blumenfeld Theatres, Richey's, Arden Farms, Inc., Seattle Radio Supply, Hamrick-Evergreen Theatres, Inglewood Country Club, Bohemian Cafes, Wash. State Grange, Trianon Ballroom, Franklin Apparel, Sullivan Florists.

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ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone Columbus 5-4868
AAAA—PPA—ANPA

President.....T. H. Anderson, Jr.
Vice-President.....H. H. Smith
Secretary-Treasurer.....Lewis G. Van Akin

ROBERT MERRILL

METROPOLITAN OPERA COMPANY

R.C.A. VICTOR PROGRAM

Robert Merrill stopped the show with the Toreador song, a habit of his since he started his Metropolitan career this season.

Louis Biancolli
World Telegram



Robert Merrill is a baritone with a beautiful voice and a real concept of bel canto.

Olin Downes
N. Y. Times

Robert Merrill's voice is a Sunday afternoon pleasure.

Sid Shalit
Daily News

RCA VICTOR RECORDING ARTIST

N.C.A.C. CONCERT ARTIST

PERSONAL MANAGEMENT GALE, INC., 48 West 48th Street, N. Y. C.

Media Director.....H. H. Thurlby
Time Buyer.....Corinne Dougherty
Television Director.....Karl Knipe

Branch Office
821 15th St., N.W., Washington, D. C.
Phone NA 7142

Radio Accounts Placed—Alexander Smith & Sons Carpet Co. (National spot), F. Schumacher & Co. (national spot), Dry Dock Savings Institution (local), Dura-Glass Nail Polish (national spot).

Television Account Placed — Alexander Smith & Sons Carpet Co.

•

ANFENGER ADVERTISING AGENCY, INC.

1706 Olive St., St. Louis 3, Mo.
Phone CHestnut 6380
AAAA—ABP—ANPA—PPA—BMB

President.....Enno D. Winius
Vice-Presidents.....W. L. Sanborn, W. J. Fuchs, G. A. Brandon, W. J. Johnson.
Radio Director.....Vernon L. Morelock
Asst. Radio Director.....Lynn W. Brown
Traffic .....Jean Gose
Television Director.....Vernon L. Morelock

Branch Office
1050 Canal Bldg., New Orleans 12, La.
Phone Raymond 0845

Manager .....Walter Winius

Radio Accounts Placed—American Packing Co., Boatmen's National Bank, F. Burkart Mfg. Co., Jackson Brewing Co., Detergent Corp. of America, Bubble Up Corp., Emerson Electric Co.

•

CLAUDE ANIOL & ASSOCIATES

Transit Tower, San Antonio, Tex.
Phone Fannin 9148
ABP—SNPA—SAAA

President.....Claude B. Aniol

•

ARROW ADVERTISING AGENCY

40 E. 49th St., New York, N. Y.
Phone PLaza 5-1140

Radio Director.....Rosetta Valenti
Space Buyer.....Angelo Sava
Copy Chief.....H. D. Kline

Radio Accounts Placed—Nagel Groves, Photo Specialties Co., Raymart Co.

•

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-8795
ABP—ANPA—PPA

President.....J. W. Atherton
Vice-President .....Lester Stone
Secretary.....W. T. Tieman
Treasurer.....H. P. Francis
Time Buyer.....Wm. T. Tieman
Program Director.....J. Dennis Molnar

Branch Office
100 Adelaide St., Toronto, Ont., Canada

Radio Accounts Placed — Cuticura, Humphreys, Eno, North American Dye Corp., Scott's Emulsion, "Brylcreem," Phelps Dodge Refining Corp.

•

ATHERTON & GRESHAN

6000 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 7151

Partner.....Andreas Atherton
Partner.....M. H. Greshan
Account Executives.....Dick Fishell, Will Orlean
Production Manager.....Sanford Woolf

Radio Accounts Placed—Desmonds, Community Laundry, Crib Diaper Service, Aladdin Recordings, "Up In Central Park," (Michael Todd Productions), Modern Realty Associates, Motel Supplies, Inc., Eddie Meyer, La Nacion Newspaper, El Monte Legion Stadium, Weaver Jackson Salons, Roxas For President Club, David Jones Radios, Riverside Rancho, Amos Carr Photographers, Excelo Mfg. Co., Honest John (Used Cars), Million Dollar Theatre, Campus Theatres, C. L. Merrill Co., Vita Squash Growers.

•

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 0830
ANPA — ABP — PPA — APA — NOAB

President .....James T. Aubrey
Vice-Presidents .....John C. Moore, John J. Finlay.
Radio Time Buyer-Production.John H. North

Radio Accounts Placed—International Harvester Co., McIlhenney Co. (Tabasco), Old Colony Beverages, Orange-Crush Co., Williamson Candy Co. (Oh Henry), Temt Canned Meats, McKenzie Pancake Flour, Dubuque Hams & Bacon, Kelling Double Kay Nuts.

•

N. W. AYER & SON, INC.

West Washington Square Philadelphia 6, Pa.
Phone Lombard 0100
ANPA—PPA—ABP—APA—OAAA

President.....H. A. Batten
Executive Vice-Presidents..Gerold M. Lauck, Clarence L. Jordan

Branch Offices
30 Rockefeller Plaza, New York 20, New York
Phone CIrcle 6-0200

Radio Department

Vice-President in Charge of Radio, H. L. McClinton
Manager .....Robert Collins
Radio Plans .....James E. Hanna
Business Manager.....T. J. McDermott
Time Buyer.....John W. Purves
Time Buyer.....Richard S. Bunbury
Time Buyer.....Paul F. Kizenberger
Manager Radio Production, Joseph R. Stauffer
Talent .....Marge Kerr
Copy Chief.....Philip A. Young
Publicity Manager.....Wauhillau LaHay
Assistant Pub. Manager.....Dorothy Doran
Director of Television.....Don McClure
Producers .....Richard Dunn, Wallace Magill, Charles A. Herbert, Robert Mortenson, Henry Hull, Jr., Les Quailey, Thomas McMahon, Joseph Ripley, Jean Bouillet, Sam Hunsaker, John Caldwell, Helen Whitmore, John Esau, Jean Williams, Robert Forshew, Dorothy Zimmer

Statler Office Building, Boston 16, Mass.
Phone Hubbard 4970

Vice President.....E. Craig Greiner
612 Taft Building, Hollywood 28, California
Phone Hempstead 4871

Manager .....Glenhall Taylor
135 South LaSalle Street, Chicago 3, Illinois
Phone Randolph 3456

Vice President.....Sterling E. Peacock
235 Montgomery Street, San Francisco 4, California
Phone Sutters 2534

Vice President.....Carl Zachrisson
Penobscot Building, Detroit 26, Michigan
Phone Randolph 3800

Manager.....Thomas Jack Henry
231 Dillingham Bldg., Honolulu 16, Hawaii
Manager .....Avery McBee
39 St. James Street, London SW 1, England
Manager .....Peter Nevile

Radio Accounts Placed—Admiral Farragut Naval Camp, The Atlantic Refining Company, The Bell Telephone System, Chesapeake and Potomac Telephone Company. Chrysler Corporation, Plymouth Division—Chrysler Corporation, Cliquot Club Company, The Detroit and Ebling Creameries, Electric Companies Advertising Program, The Hawaiian Pineapple Company, Ltd., Dr. Hess and Clark, Inc., Charles E. Hires Company, Illinois Bell Telephone Company. Johnson and Johnson, The Kellogg Company, Kentucky Dairies, Kerr Chickeries, Inc., Michigan Bell Telephone Company. The Philadelphia National League Baseball Club, Sheffield Farms Company, Inc., Supplee Wills Jones Milk Company, United Air Lines, United Rexall Drug Company, United States Army Recruiting Service.

Television Accounts Placed—The Atlantic Refining Co., Goodyear Tire and Rubber Co., Waltham Watch Co.

A FABULOUS OUTFIT

RAYMOND R. MORGAN COMPANY
6362 HOLLYWOOD BLVD.
HOLLYWOOD

BADGER & BROWNING & HERSEY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-3720
ABP—ANPA—PPA

President.....R. W. Hershey
Chairman of Board.....J. L. Badger
Treasurer.....F. S. Browning
Vice-President.....J. C. Morrow
Time Buyer.....W. D. Edouarde
Radio Director.....Jack Wilcher
Radio Business Mgr.....Robert D. Guthrie
Radio Time Dept.....G. Schubert, M. H. Missing

•

BALDWIN, BOWERS & STRACHAN, INC.

374 Delaware Ave., Buffalo 2, N. Y.
Washington 6854
ANPA—PPA—APA—ABP

President.....William M. Baldwin
Vice President.....Everett L. Bowers
Treasurer.....Kenneth Strachan
Radio Director.....Everett L. Thompson
Radio Producers.....James E. Corbett, Jean Schantz, Joseph Radder, Kay Burkhardt.

Radio Accounts Placed—Maritime Milling Co., Sears Roebuck Co., Iroquois Beverage Corp., Erie Savings & Loan, S. R. Gerber Sausage Co., O'Rourke Baking Co., Kobler & Miller Furniture, Red and White Stores, Hambleton Terminal Corp., General Ice Cream Corp., International Railway Co., Buffalo Industrial Bank, Crystal Beach Co., Inc., First Federal Savings & Loan Assoc., Ettoh Products, Thomas Products, Joseph Strauss Co., Inc.

•

BARLOW ADVERTISING AGENCY, INC.

742 James St., Syracuse 2, N. Y.
Phone 3-0131
APA — PPA — ABP

President .....E. S. Barlow
Vice-Presidents.....E. S. Crawford, R. J. Sloan, H. H. Goodhart.
Secretary .....E. C. Watkins
Production Manager.....F. B. Tompkins
Copy Chief.....J. J. Hines
Art Director.....H. C. Millard

Radio Accounts Placed—Haberle Congress Brewing Co., Lincoln National Bank & Trust Co., Beverly Hills Wine Co.

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INCREASING SALES
MAKELIM ASSOCIATES
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NEW YORK CHICAGO HOLLYWOOD
Complete market analysis, sales planning, creative and radio facilities for an integrated advertising campaign that means increasing sales.
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CHICAGO

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PERSONAL PUBLICITY

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PLAZA 8-0593

PATSY CAMPBELL

LE 2-1100

VOICE RANGE: "16" on "Aldrich Family" to "26" on "Armstrong Theater."

COMEDY, CHARACTER, EMOTIONAL, STRAIGHT

TYPES:

Claudias
Jitterbugs
Wise-cracking babes
Our Town Emilies
Meanies
Dumb Doras
Slavies
Farm girls
Small town society girl
Sweet parts

AMZIE STRICKLAND

LE 2-1100

VOICE RANGE: "17" on "Helen Trent" to "30" on "The Fat Man."

CHARACTER, LEADS, COMEDY, STRAIGHTS

TYPES:

Wives
Neurotics
Other women
Exotics
Toughs
Secretaries
Reporters
Spitfires
Nurses
Eccentrics

ELAINE ROST

LE 2-1100

VOICE RANGE: "16" on "Rosemary" to "28" on "Editor's Daughter."

INGENUE, CHARACTER, LEAD, LIGHT COMEDY

TYPES:

Brats
College girls
Young wives
Blase shop girls
Smart alecks
Sharpies
Innocent victims
Sulkers
Divorcees
Sarcastics

MARY HULL

LE 2-1100

VOICE RANGE: "16" on "Up to Youth" to "30" on "Hollywood Story."

LEADS, CHARACTER, STRAIGHT, INGENUE

TYPES:

Sweethearts
Sirens
Wives
Menaces
Co-eds
Hussies
Society girls
Neurotics
Sophisticates
Romantic

BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.
Phone Franklin 7771
AAAA—ABC—BMB

Account Executives.....Norman Foster, Mark Moore, M. B. Posner, Robert Fling
Radio Director.....Ted Burrell
Time Buyer.....Ted Burrell

Branch Office
1121 South Hill St., Los Angeles 15, Calif.
Phone PRospect 4118

Radio Accounts Placed—Qualitee Dairy, Electric Railway Co., San Diego Union, San Diego Tribune-Sun, Security Bank, Pepsi-Cola Co., Jessop's Jewelers, Frazee's Paint, Waytrol, Whitney's, Bay Shore Motors, United Furniture Co., Ferer Sales, Inc., Bowie Pie Co., Pacific Pilots Plan, Southern Title Co., Exclusive Florists.

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BARRONS ADVERTISING CO., INC.

903 McGee St., Kansas City 6, Mo.
Phone HArrison 7730
ABP—ANPA—PPA

President & Treasurer.....Wheeler Godfrey
Vice-President.....Frank H. Little
Secretary .....A. W. Durrin
Account Executives.....Ralph S. Page, Floyd L. Doan, John Harvey.
Radio Dept.....H. W. Godfrey, Frank H. Little, John Harvey.

Radio Accounts Placed—Seidlitz Paint Co., Midwest Wool Co-op., W. L. White, Sodiphene, Aptitude Research Lab., Ararat Shrine Circuit, Ball Clinic.

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TED BATES, INC.

630 Fifth Ave., New York 20, N. Y.
Phone CIrcle 6-9700
AAAA—ANPA—PPA—
NAOB—ABC—OAAA—FAAG

President-Treasurer.....T. L. Bates
Executive Vice-Pres.....Joseph R. Busk
Vice-Pres.-Secretary.....Thomas J. Carnese
Vice-Presidents.....Walter Everett, Clinton S. Ferris, Thomas F. Harrington, Edward F. Hudson, William H. Kearns, Louis Menna, Clifford N. Parsells, Rosser Reeves, Edgar P. Small.
Radio Producers.....William Harding, Jay Clark, Alan Dingwall, Jr.

Branch Office
6432 Selma Ave., Hollywood 28, Calif.
Phone Hollywood 2161-2-3

Vice-Pres. in Charge Radio Prod., Austin Peterson
Producers.....Harry Saz, Frank O'Connor

Radio Accounts Placed—Colgate-Palmolive-Peet Co. (Palmolive Shaving Creams, Palmolive Soap, Colgate Dental Cream, Halo Shampoo through Sherman & Marquette), Continental Baking Co. (Wonder Bread & Hostess Cakes), Carter Products, Inc. (Carter's Little Liver Pills, Arrid).

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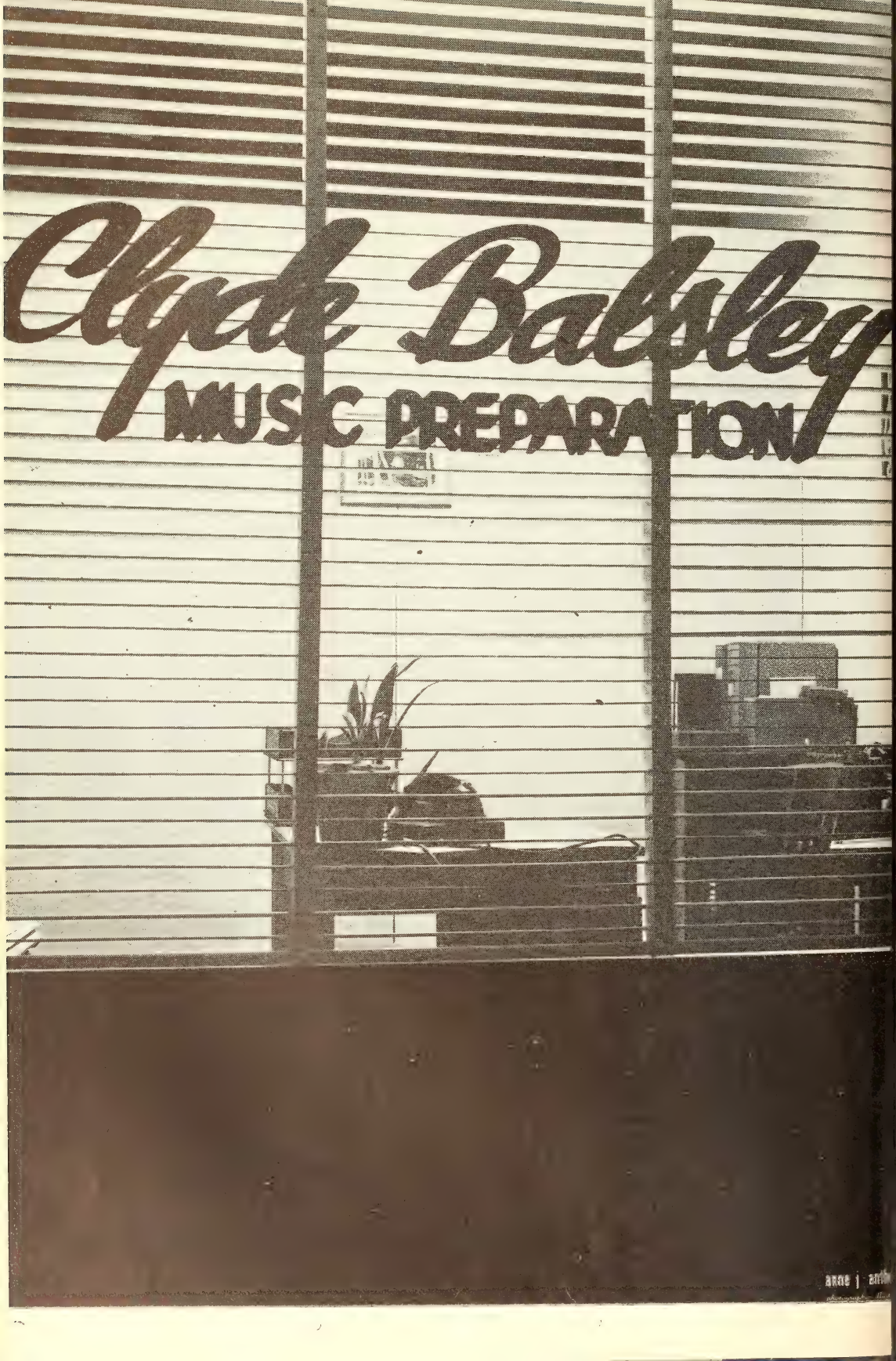
BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-5800
AAAA—ABP—ANPA—PPA—SNPA
OAAA—NOAB—APA—ABC—BMB

V.P. in Chg. Radio.....Arthur Pryor, Jr.
V.P. in Chg. Radio (Hollywood).Wayne Tiss
Asst. Dir. Radio in Chg. Television, W. W. Crider
Business Manager.....Leonard Erikson
In Chg. Radio Commercials.Frank Silvernail
Local Radio Manager.....Elenore Scanlan
Chief Story Editor.....George Kondolf
Mgr. Radio Promotion & Merchandising, James A. McGarry

Branch Offices
1220 Statler Office Bldg., Boston 16, Mass.
Phone Hubbard 0430
Vice-President.....F. W. Hatch
Rand Bldg., Buffalo 3, N. Y.
Phone Cleveland 7915
Vice-President.....S. P. Irvin
919 No. Michigan Ave., Chicago 11, Ill.
Phone Superior 9200
Vice-President.....R. B. Barton
1515 Terminal Tower Bldg., Cleveland 13, Ohio
Phone Prospect 3621
Manager.....E. L. Haring
1912 Book Bldg., Detroit 26, Mich.
Phone Cherry 5571
Manager .....Robert Copeland
1680 No. Vine St., Los Angeles 28, Calif.
Phone Hollywood 7337
Vice-President .....Wayne Tiss
523 W. 6th St., Los Angeles 14, Calif.
Phone Michigan 1354
Vice-President.....W. B. Geissinger
Northwestern Bank Bldg., Minneapolis 2, Minn.
Phone BRidgeport 8881
Vice-President.....Edward A. Cashin
Grant Bldg., Pittsburgh 19, Penn.
Phone Grant 8060
Vice-President.....Leon D. Hansen
Russ Bldg., San Francisco 14, Calif.
Phone Sutter 2232
Vice-President.....C. H. Ferguson

Radio Accounts Placed—Armstrong Cork Co., E. I. du Pont de Nemours & Co., Inc., Cream of Wheat, Cresta Blanca Wine Co., Emerson Drug Co., Curtis Publishing Co., Wildroot Co., Inc., U. S. Steel Corp., Bon Ami Co., Boston Edison Co., Brown & Williamson Tobacco Corp., Chamberlain Sales Corp., De Soto Div. Chrysler Corp., Emerson Drug Co., Ethyl Specialties Corp., Farmers


Clyde Babsley
MUSIC PREPARATION

& Mechanics Savings Bank, First National Bank of Boston, First National Bank of Minneapolis, Fort Pitt Brewing Co., Gamble Stores, General Baking Co., Peter Hand Brewing Co., Jeurelle Inc., Lyon Van & Storage Co., Minneapolis Brewing Co., Mutual Savings Bank of Mass., Murine Co., Nehi Corp., Nehi Corp.—Los Angeles, New York Telephone Co., Pacific Telephone & Telegraph Co., Penick & Ford, Ltd., Polaroid Corp., Reader's Digest, Southern New England Telephone Co., United Fruit Co., United-Rexall Drug Co., Tennessee Coal, Iron & R. R. Co., F. & M. Schaefer Brewing Co., General Electric Co.

Television Accounts Placed—Royal Crown Cola, B. F. Goodrich, Remington Arms, Easy Washer, Servel, Du Pont, Corning Glass, North Star Blankets, Reader's Digest, Wm. Carter Co., Consolidated Edison, Continental Can Co., Hamilton Watch, General Electric, Liberty Mutual, Waitt & Bond, Wildroot.

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BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston 16, Mass.
Phone Kenmore 3820-1-2
ABP—ANPA—PPA—APA

President .....Nelson Bennett
Vice-President.....Edwin C. Whittemore
Treasurer.....Royal W. Leith
Asst.Treas-Sec.....Mrs. Dorothy Charles
Media Director.....Mrs. Elizabeth Parsons
Acct. Executives.....Nelson Bennett, Edwin C. Whittemore, Stanely Beaman, Miss Laurice T. Moreland, Gordon C. Bennett.

Radio Accounts Placed—Gum Products Co., Wesco Waterpaints, Inc., The Beacon Co.

•

BENTON AND BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
Phone WIckersham 2-0400
AAAA—ANPA—PPA—ABP—NOAB—OAAA

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Vice Pres. & Manager Radio Dept., Ted Steele
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Casting Director.....Louise Young
New Program Ideas.....Leslie Harris
Manager of Publicity....Richard K. Bellamy
Vice President & Director of Media, H. H. Dobberteen
Time Buyer.....George Kern
Spot Time Buyer.....Ruth E. Jones
Directors.....Hoyt E. Allen, Olga Druce, Leslie Harris, Herbert Leder, Thomas McDermott, Wayne E. McGuirk

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Cal.
Phone Hillside 9151
Vice-Pres. .....Ted Steele
West Coast Representative.....Al Kaye
Office Manager.....Mary Edith Stahl
Director .....Kenneth Burton

326 East Main Street, Lakeland, Fla.
Phone LAKeland 2-4571
Director.....David Kepner
Office Manager.....Mrs. Annie G. Hull

Radio Accounts Placed—General Foods Corporation, The Prudential Insurance Company of America, The Procter and Gamble Company, The Best Foods, Inc., Labrofacts, Incorporated, Florida Citrus Commission.

•

BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York 16, N. Y.
Phone Lexington 2-7550
ABP—ANPA—PPA—NOAB—APA—AAAA

President .....Arch Bermingham
Executive Vice-President.....Stewart Wark
Vice-Presidents.....Alfred G. Keeshan, Leslie V. Spencer.
Secretary-Treasurer.....Winston H. Hagen
Radio Director.....George C. Castleman

Radio Accounts Placed—Griffin Manufacturing Co., Inc., Conti Products Corp., E. Pritchard, Inc., Dailey Mills, Inc., Lewis, Ltd., Louis Sherry, Inc., Pride of the Farm Products, United Business Service.

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FRANK BEST & CO., INC.

9 Rockefeller Pl., New York, N. Y.
Phone CIrcle 7-6760
ABP—ANPA—PPA—APA

President .....Frank Best
Vice-President.....I. Marks
Secretary .....V. R. Best
Time Buyer.....A. H. Van Buren

Radio Accounts Placed—Geo. W. Helme Co., Prince George Hotel, C-O-Two Fire Equip. Co., Union News Co., Nassau Smelting & Refining Co.

•

THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
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Asst. to Pres. (Radio).....John E. Hamm
Asst. to President.....C. H. Wolfe
Bulova Sta. Relations Mgr.....C. A. Snyder

Radio Department
501 Madison Ave.

East Coast Production Mgr.....Bruce Dodge
Talent Buyer.....Lucille Webster
Time Buyer and Sta. Relations Head, John Hymes
Publicity Director.....Lois Winston
Producers.....Harry Spears, Max Marcin

Hollywood Office
6111 Sunset Blvd., Hollywood, Calif.

West Coast Prod. Mgr.....Jack Runyon
Producers.....Cal Kuhl, William Lawrence, William Spier, Irving Brecher, Joseph Parker.

San Francisco Office
485 California St., San Francisco, Calif.

Vice-President.....John Alden

Radio Accounts Placed—Adam Hats, Bulova Watch Co., Eversharp, Inc., Eversharp Schick Razors & Blades, Hills Bros., Co., Lady Esther Co., Ltd., M & M Candy, Ltd., Philip Morris & Co., Ltd., Inc., Procter & Gamble Co., Roma Wine Co., San-Nap-Pak Co., Inc., Standard Lab., Television Accounts.

•

THE BLACKMORE CO.

2021 Grand Ave., Des Moines 12, Iowa
Phone 2-0221
AAAA—ABP—ANPA—PPA

President .....Paul Blackmore
Vice-President.....W. A. Brewer
Secretary.....C. V. Christopherson
Account Executives...William F. Riley, Jr., Robert H. Morgan

Radio Accounts Placed—Bankers Trust Co. Bank, Iowa Packing Co., Western Grocer Co.

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THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.
Phone CIrcle 7-7827

Owner .....Milton Blackstone
Associate .....Jack Steiner
Manager.....Gladys B. Berju
Copy Director.....Homer Millard
Art Director.....Edward Sisty
Production Manager.....Harry Dobrin
Space Buyer.....Belle Appelbaum
Account Executives.....Charles Kondla, Robert Towers, Mortimer Curtis, Jean Epstein, Nat Steingart.

Radio Dept.

Director of Radio.....Jack Steiner

Radio Accounts Placed—Brass Rail, Rogers Corner, Smith Bros. Ice Cream, Grossinger Hotel & Country Club.

THE BLAINE THOMPSON CO.

234 W. 44th St., New York 18, N. Y.
Phone, BRyant 9-2480
ANPA—PPA

President-Treasurer.....Myer Lesser
Vice-President.....John J. Shubert, Jr.
Vice-President.....Marlo Lewis
Radio Director.....Richard Ash
Copy Chief.....Budd Getschal
Radio Production.....Walter Lurie

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W. EARL BOTHWELL ADVERTISING AGENCY

600 Grant Street, Pittsburgh 19, Pa.
Phone Court 6565
AAAA—ABP—ANPA—PPA—PRB—APA
ABC—BMB

Radio Director.....G. Taylor Urquhart
Asst. Radio Director..Mrs. Barbara Hendel
Account Executives....William R. Dahlman, Gordon Arnold
Media Director.....Howard Black

Branch Offices
101 Park Ave., New York 16, N. Y.
Phone LEx. 2-1845

Acting Radio Director.....H. B. Trautman

1624 N. Hudson St., Hollywood 28, Calif.
Phone Hillside 0209

Radio Director.....Nathan A. Tufts

Radio Accounts Placed—American Home Products Corp. (American Home Foods Inc.), (Duff's Baking Mix, Div.), Boyle-Midway Inc., Frank & Seder Dept. Store, Chef Paulin Poultry Prods., Allegheny County Democratic Committee, John M. Roberts Co., Retail Merchants Assn. of Pittsburgh.

•

BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th Ave., Portland 4, Oregon
Phone Atwater 9541
AAAA—ABP—ANPA—PPA—NOAB
APA—ABC—OAAA

President.....David M. Botsford, Sr.
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Vice-Presidents .....Frankie Coykendall, Frank King, Win Cline, George McNutt, Thomas O. Morris, Jr., Elizabeth Eyerly
Sec.-Treas.....Merle W. Manly

Branch Offices
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Phone Eliot 3523

Exec. Vice-Pres.....C. P. Constantine

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Phone Exbrook 7565

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5104 Empire State Bldg., New York 1, N. Y.
Phone BRyant 9-4845
Vice-President .....Elizabeth Eyerly
Radio Accounts Placed — Avoset, Inc., Crispie Potato Chip Co., Foreman & Clark, General Paint Corp., Lucky Stores, National Biscuit Co. (West Coast), Olympia Brewing Co., Oregon Mutual Fire Insurance Co., Tillamook County Creamery Assn., Wellman Peck & Company.

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STANLEY G. BOYNTON AGENCY

410-11 Fisher Bldg., Detroit 2, Mich.
Phone TRinity 1-2552
ABP—ANPA—PPA
President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary.....V. Cory Hancock
Treasurer.....D. H. Bartlett
Program Director, Asst. to Mr. Boynton, Larry Payne
Traffic Manager.....R. M. Wilson
Radio Producer.....Larry Payne
Radio Accounts Placed—Radio Bible Class, Wesley Radio League, American Society of Industrial Engineers, Calvary Hour, New World Coming, Highland Park Baptist Church, Devotional Hour, National Tennis Matches, Zoller Gospel Tabernacle.

•

BRESNICK & SOLOMONT

216 Tremont St., Boston 16, Mass.
Phone Liberty 7751
ABP — ANPA — PPA — APA
Principal.....Oscar Bresnick
Principal.....Chester L. Solomont
Account Executives.....Joseph Blue, Arthur Cohen, Frank Gardner.
Radio Accounts Placed—Federal Savings & Loan Assn. of New England, Dawson's Brewery, Inc., M. Hoffman & Co.

•

THE J. CARSON BRANTLEY ADVERTISING AGENCY

Owen Building, Salisbury, N. C.
Phone 900
President.....J. Carson Brantley
Treasurer.....A. R. Monroe
Production.....Nancy Boyd Payne
Time Buyer.....A. N. Cheney
Radio Dir. & Prod.....J. Carson Brantley
Radio Accounts Placed—Stanback Co., R. J. Reynolds Tobacco Co. (Brown's Mule Plug Tobacco), Duke Power Co., Owen Drug Co., Dixie Rub Co., Salisbury Post, Juvare Co., The Anissa Co., The Banna Co.

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.
Phone Howard 134
President .....R. C. Breth
Vice-President.....Russel Spoor
Secretary.....A. W. August
Treasurer.....T. H. Shreve
Account Executive.....Arthur Ohlsson
Radio Accounts Placed—Home Mutual Insurance Co., Brillion Iron Works, Inc., Home Mutual Casualty Co., WTAQ.

•

BRISACHER, VAN NORDEN & STAFF

310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 0276
ANPA—APA—PPA—OAAA
President .....Emil Brisacher
Vice-President.....Franklin C. Wheeler
Secretary .....Weston Settlemier
Treasurer.....Charles H. Gabriel
Time Buyer.....Marie Eaton
Radio Producers.....Walton Purdom, Lester A. Friedman

Branch Offices

Garfield Bldg., Los Angeles 14, Calif.
Phone Michigan 8763
Vice-President.....R. T. Van Norden
Radio Director.....Charles Chaplin
140 East 39th St., New York 16, N. Y.
Phone Plaza 8-1634
Manager.....James P. Derum
Radio Accounts Placed—Acme Breweries, Bohemian Distributing Co., Franzia Bros. Winery, Standard Beverages, Davi Miracle Foam, M-Dee Products, 42 Products, Ltd., Monogram Pictures Corp.

•

BROADCAST ADVERTISING CO.

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone, EXposition 1339
Owner.....Van C. Newkirk
Production Manager.....John G. Fryer
Office Manager.....Betty Culbert
Radio Accounts Placed—Crew of Good Ship Grace, Inc., Floyd B. Johnson, Grace Dotson, Calvary Assembly, Know Your Bible, Youth for Christ, World's Greatest Book Quiz.

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Business Manager.....James Dooley

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Director of Radio.....H. R. Bayle

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BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
Phone TRinity 0558
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Secretary.....E. Nyberg
Time Buyer.....A. R. Brooks
Copy Chief.....Anne Miller
Production.....Ann Ferkanin
Art Director.....Len Wolf
Acct. Exec.....S. P. Brooks
Radio Producer.....Lenord Reeg

Radio Accounts Placed—Bekins Moving & Storage, Citizens Nat'l Trust & Savings Bank, Bekins Van & Storage Co., Everest & Jennings, Golden West Products Co., Roland J. Caupel Co., Port of Los Angeles, Anderson-Obrien Co.

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D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-8250
APA — AAAA — ANPA — ABP
NOAB—PPA—OAAA—ABC

President.....D. P. Brother
Vice-President.....Clarence Hatch
Account Executives.....J. S. Howell, Trueman Campbell.

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FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York 20, N. Y.
Phone CIrcle 7-7660

President.....Franklin Bruck
Secretary and Radio Director.....M. J. Kleinfeld
Vice-President.....Mort Heineman
Radio Time Buyer.....Rae Elbroch
Radio Traffic.....Milton Jurin
Radio Production.....Howard Blake
Research Director.....Jules Nathan

Radio Accounts Placed—North American Accident Insurance Co., Warrens Chewing Gum, Johnson Candy Co., Fashion Frocks, The Theobald Industries.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
Phone 7-0726

President & Treasurer.....Charles Brunelle
Vice-Presidents.....John E. Finneran, Robinson Smith.
Secretary.....Madeline McLaughlin

Radio Account Placed—Sage-Allen & Co., Inc., Bushnell Memorial Hall.

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1501 Broadway, New York 18, N. Y.
Phone MEdallion 3-3380
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President.....T. S. Buchanan
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Assistant to Radio Dir.....Elise Bonnet
Business Manager.....Nat Strom
Television Dept.....Martin Jones, Patricia Sears

Branch Offices

919 No. Michigan Ave., Chicago 11, Ill.
Phone Superior 3047
Vice-President.....John K. Kettlewell

427 West 5th St., Los Angeles 13, Cal.
Phone Mutual 6316
Vice-President.....Fred M. Jordan

155 Montgomery St., San Francisco 4, Calif.
Phone Yukon 2802
Manager.....Ray Randall

Radio Accounts Placed—The Texas Co., Paramount Pictures, Inc., Rainier Brewing Co., Adam Hats, United Artists Corp., PRC Pictures, Title Insurance & Trust Co. of Los Angeles.

Television Accounts Placed—Allen B. Du Mont Labs.

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BUCHANAN-THOMAS ADVERTISING CO.

412 So. 19th St., Omaha 2, Nebraska
Phone AT 2125
ABP—ANPA—PPA

Partner.....C. C. Buchanan
Partner.....L. H. Thomas
Radio Director.....Adam Reinemund

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Branch Offices

743 Fifth Ave., New York 22, N. Y.
Phone PLaza 5-2772

411 West Fifth, Los Angeles 13, Calif.
Phone Mutual 5167

Radio Accounts Placed—Pure Oil Co., Brown Shoe Co., American Meat Inst., Shefford Cheese Co.

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BERT BUTTERWORTH AGENCY

1606 N. Highland Ave.
Hollywood 28, California
Phone Hollywood 7263

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BYER & BOWMAN ADVERTISING AGENCY

203 East Broad St., Columbus 15, Ohio
Phone Main 3276

ABP—ANPA—PPA—APA—NAOB

Partners.....Herbert Byer, Gus K. Bowman, Joel M. Burghalter
Art Director.....Walter J. Kennelly
Public Relations Director..Claud F. Weimer
Director Radio Department....Herbert Byer

Radio Accounts Placed—The Skidoo Co., Budd & Co., Ashland Oil & Refining Co., Clean Products Co., Wetalene Laboratories, Columbus Philharmonic.

•

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone Hancock 7690

AAAA—ANPA—PPA—NOAB—APA

President.....Harold Cabot
Vice-President.....Langley C. Keyes
Vice-President.....Donald D. Douglas
Vice-President.....William H. Ganick
Vice-President.....Edward F. Chase
Vice-President.....George E. Griffin
Treasurer.....Richard P. Holland
Time Buyer.....Jan Gilbert

Branch Office

120 Exchange St., Portland, Maine
Phone 3-5962

Manager.....Richard I. Miller

Radio Accounts Placed—Boston and Maine Railroad, Boston & Maine Transportation Co., Boston Elevated Railway, Boston Globe, Boit, Dalton & Church, Samuel Cabot, Inc., W. L. Douglas Shoe Co., H. P. Hood & Sons, Miller & Hollis, Inc., Arthur Murray Dance Studios (New England Offices), L. E. Mason Co., Rock of Ages Corporation.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone Saratoga 4466-7

PPA

President.....Louis F. Cahn
Vice-President.....C. LeRoy Miller
Secretary.....George Gettman
Radio Director.....Louis C. Pedler, Jr.
Retail Dept.....Mrs. Hilda Katz

Radio Accounts Placed—Elite Laundry, Fraternity Federal Savings & Loan Association, N. Hess Sons, Inc., Jarman Motors, Inc., The May Co., Popular Club Bottling Co., Vermont Federal Savings & Loan Association, Nelson & Co., Earl Johnson's Mecca Restaurant, K. Katz & Sons (Katz Clothes).

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CALKINS & HOLDEN

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-6900

AAAA—ABP—ANPA——PPA—PRB—SAAA—SNPA—OAAA—NOAB—ABC

President.....J. Sherwood Smith
Vice-President.....Rene Clark
Secretary-Treasurer.....R. P. Clayberger
Art Director.....Walter B. Geoghegan
Production Manager.....Fred Oughton
Manager Outdoor Dept.....F. J. Fitzgerald
Media Director.....Thomas H. Young
Radio Program Director...Chester H. Miller

Branch Office

336 No. Michigan Ave., Chicago, Ill.
Randolph 3831

Radio Dept. Manager.....R. A. Washburn

Radio Accounts Placed—Stokley-Van Camp, Inc., Oakite Products, Inc., Weston Biscuit Co.

•

CAMPBELL-EWALD CO., INC.
(Eastern Division)

10 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-6383

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Vice-Pres. & Secty.....Duane W. Beurmann
V.P. & Media Dir.....E. A. Elliott
V.P. & Art Dir.....W. A. McNabb
Vice-President.....Radcliffe Romeyn
Radio Director.....Richard E. Hackenger
Spot Radio & Tele. Dir.....Kenneth Young

Radio Accounts Placed—United States Rubber Co., Philharmonic Concert.

Television Accounts Placed—U. S. Rubber Co.

CAMPBELL-EWALD CO.

3044 W. Grand Blvd., Detroit 2, Mich.
Phone Trinity 2-6200
AAAA—ANPA—NOAB—PPA—PRB—APA—ABC

President.....Henry T. Ewald
Exec. V.-P. & Gen. Mgr.....H. G. Little
Radio Committee.....W. H. Chase (Chairman), T. B. Adams (Secretary).
Vice President-Media Director.J. J. Hartigan

Branch Offices

230 N. Michigan Ave.,
Central 1946, Chicago, Ill.
Vice-Pres. & Gen. Mgr.....E. W. Clements
714 W. Olympic Blvd.
Los Angeles, Cal.
Richmond 6204

Vice-Pres.-Manager.....R. H. Crooker

Radio Accounts Placed—Chevrolet Motor Div. of General Motors Corp., Foulds Milling Co., The Detroit Edison Co., Los Angeles Daily News.

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CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
Minneapolis 2, Minn.
Phone ATlantic 3231
ANPA—PPA—APB—AAAA—SNPA—SAAA—PRB

Chairman of the Board..Ralph B. Campbell
Presidents.....Ray O. Mithun, August C. Ragnow, Walter Taube, John K. Mortland.
Secretary-Treasurer.....E. S. Brugette

Radio Dept.

Radio Director.....John Forney
Time Buyer.....Harry Johnson

1024 Palmolive Bldg.
Chicago 11, Ill.
Delaware 7553

Radio Dept.

Radio Director.....Arthur H. Lund

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THE CAPLES COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone LExington 2-0850
ANPA—PPA—APA—NOAB

President.....R. C. Caples
Vice-President.....Hudson Meyer

Radio Dept.

Director of Radio.....Dave Lewis
Time Buyer.....Ruth D. Folster
Producer.....Dave Lewis

Television Dept.

Director of Television.....Dave Lewis

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Phone Superior 6016
Vice-President.....R. N. Hartsing

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412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143
Manager.....Arthur Caron
Radio Accounts Placed — American Express; Union Pacific Railroad; Chicago & North Western Railway; Railway Express Illinois Central.

•

CARTER ADV. AGENCY, INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone HA 1356
609 Minnesota Ave., Kansas City 12, Kansas
Phone DR 3077
ABP—ANPA—NOAB—NAAN—APA
President.....Charles W. Carter
Vice-President.....Wm. G. Rowe
Secy.-Treas.....Josephine Dahlin
Radio Director.....Lee Hall
Radio Accounts Placed—Helzberg's Jewelers), Rushton Baking Co., Rudy Patrick Seed Co., Kansas City Dairy Council, R. B. Jones & Sons, Insurance, Perry Pontiac.

•

R. H. CARY, INC.

908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375
ABP—ANPA—PPA—FAAG—APA
President.....R. H. Cary
Vice-President.....Fred A. Reed
Secretary.....Grace Amsbury
Treasurer.....R. H. Cary
Art Director.....R. M. Williamson
Production Manager.....Edwin J. Ford
Radio Dept.
Radio Director.....Fred A. Reed
Chief Time Buyer.....R. H. Cary
Time Buyer.....Helen A. LaVelle
Radio Accounts Placed—Oelwein Chemical Co., Thompson Hybrid Corn Co., Des Moines Ice & Fuel Company, Riverview Park.

•

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-8200
ANPA—AAAA—PPA—APA—NOAB
ABP—OAAA—ABC—BMB
President.....James M. Cecil
Vice-Presidents .....Edward Noakes, H. L. Kneeland, Samuel Dalsimer, S. M. Kenyon, Terrence F. MacGrath, Robert Carley
Sec. & Treas.....David C. Thomas
Media Dir.....Harry Parnas
Radio Dir.....John M. Wyatt, Jr.
Time Buyer.....Harry Parnas
Radio & Tele. Producer..John M. Wyatt, Jr.
Radio Accounts Placed—Hudson Products, Inc., Omega Chemical Co., Ronson Art Metal Works, Inc., Oyster Shell Products Corp., Philip Morris & Co., Inc., Ltd. (Fleetwood Cigarettes).

HERBERT CHASON COMPANY

24 E. 23rd St., New York 10, N. Y.
GRamercy 3-7272-3
ABP
President.....Herbert S. Chason
Radio Accounts Placed—Mack Drug Co., Schiller-Dubrow.

•

THE CHERNOW COMPANY

Empire State Bldg., New York 1, N. Y.
Phone PEnnsylvania 6-3520
President.....Sam Chernow
Vice-President.....Leo A. Friedman
Director of Radio.....Tex Weiner

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NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942
SNPA—APA—OAI
Partners.....John E. Fontaine, S. M. Kelly
Radio Dept.
Radio Director.....H. Gene Sample
Radio Accounts Placed—The Chattanooga Medicine Co., Fleetwood Coffee Co., Double-Colo Co., Olan Mills Portrait Studios.

•

C. P. CLARK, INC.

113 Seventh Ave., No., Nashville, Tenn.
Phone 6-4179
ABP — ANPA — PPA — SNPA — NOAB
First Advertising Agency Group
President-In Charge of Radio....C. P. Clark
Vice-Pres. & Treasurer.....D. G. Goodwin
Secretary.....Jeanne D. Clark
Radio Account Placed—Southern Coach Lines, Inc.

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THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236
President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....Alice Clements
Radio Accounts Placed—Network: Modern Food Process Co., F. G. Vogt & Sons, Pharmaco, Inc., Hudson Coal Co., Horn & Hardart, Certified Milk Assn.

•

RUSSELL C. COMER ADVERTISING CO.

15 W. 10th St., Kansas City, Mo.
Phone HArrison 3964
APA — ANPA
Partner.....Russell C. Comer
Partner.....Ruth E. Comer
Space Buyer.....Daniel C. Martin

Production Mgr.....John C. Fehlandt
Acct. Executive.....Gardner Reams
Radio Department Manager....Bill Godden

•

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-2800
SNPA—AAAA—ANPA—PPA—OAAA—
NOAB—ABC

Chairman of the Board...Richard Compton
President.....Robert D. Holbrook
Vice-Pres. & Treas.....Leonard T. Bush
Vice-Presidents.....Thurman L. Barnard, Frank R. Griffin, Edward Battey, Murray Bolen (Hollywood Office), Craig Davidson, Muriel Haynes, Guy Richards, Lewis H. Titterton.
Sec. & Comptroller....Charles McCormack
Vice-Pres. & Asst. Treasurer, John K. Strubling, Jr.
Media Supervisor....William B. Maillefert
Mgr. Radio Dept.....Storrs Haynes
Casting Director.....Vera Larkin
Publicity Director.....Virginia Travers
Head Time Buyer....William B. Maillefert
Radio Time Buyers.....Henry Clochessy, Jean Lawler, Don Carter.
Daytime Radio Director.....Evelyn Pierce
New Program Buyer.....Joan Geddes

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg
New Center Bldg, Detroit, Mich.
Manager.....M. P. Vorberg
Land Bank Bldg., Kansas City, Mo.
Manager.....Merrell Boyce
Gwynne Bldg., Cincinnati, O.
Manager.....Robert Marsh
411 E. Mason St., Milwaukee, Wis.
Manager.....Harry Scott
6253 Hollywood Blvd., Hollywood, Cal.
Manager.....Murray Bolen

Radio Accounts Placed—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, Barsalou Soap, Duz), Wheatena Corp., Socony-Vacuum Oil Co., Krueger Brewing Co., Allis Chalmers Co., Goodyear Tire and Rubber Co.

•

THE CONNOR COMPANY

544 Market St.,
San Francisco 5, Cal.
Phone, YUkon 0196
APA — ABP — FAAG

President.....Edward W. Connor
Exec. Vice-Pres.....Robert W. Conley
Treasurer.....Denis Muir
Production Manager.....Louis Means
Account Executives.....E. W. Connor, Robert W. Conley, Denis Muir, G. Huffman

COOLIDGE ADVERTISING CO.

308-311 Insurance Exchange, Des Moines, Ia
Phone 2-0221
AAAA — ABP — ANPA — PPA — APA

Officers

President .....Paul Blakemore
Vice-President .....Henry Kroeger
Production Manager.....N. E. deReus

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DON COUPER

441 Lexington Ave.
Phone, MUrray Hill 2-2109

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COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0940
ANPA — PPA — NOAB — APA

President.....Stuart D. Cowan
Vice-Pres. & Treasurer.....H. W. Dengler
Vice-President.....Porter F. Leach
Secretary.....Stuart D. Cowan, Jr.
Space-Time Buyer.....Miss A. Marie Maus

Radio Accounts Placed—Isbandsten-Moller Co., Inc., Mittag & Volger, Inc., Telicon Corp. (Launderette).

•

JOHN GILBERT CRAIG ADV.

903 Shipley St., Wilmington, Del
Phone 6185

Account Executives.....John Gilbert Craig. Kathleen Anderson Walsh, Robert P. Miller.

Radio Accounts Placed — Mason-Dixon Radio Group.

•

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee 2, Wis.
Phone Daly 3500
AAAA — ABP — ANPA — PPA
APA — NOAB

President.....A. W. Seiler
Executive Vice-President.....H. N. Pasteur
Vice-Presidents.....L. H. Ness, C. W. Faude
Director of Media.....L. H. Ness
Time Buyer.....Loretta Mahar
Radio Director.....J. S. Stolzoff
Chief Continuity Writer.....Elizabeth Taft

Radio Accounts Placed—Plankinton Packing Co., The Massey-Harris Co., Victor Stamm & Associates, Ed. Schuster & Co., Amity Leather Co., Wilmaukee Co., Sperry Candy Co., McConnon & Co., Mackwin Co., Luick Ice Cream Co., Luick Dairy Co., Blue Mound Oil Co.

•

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061
ANPA — APA — PPA — NAOB

President.....Scott S. Smith
Vice-President .....E. P. Nesbitt
Space Buyer.....E. Groenboom
Production Manager.....R. M. Cowing

Radio Accounts Placed—Wheeling Steel Corp.

•

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.
Phone Central 7830
ABP—ANPA—PPA—NOAB—APA

Owner.....Edmond I. Eger
Account Executive.....Leon H. Lewis
Account Executive.....George M. Stern
Account Executive.....Patrick Shannon
Account Executive.....Harley B. Hobbs
Media-Research Director.....Harry C. Pick
Art Director.....Harry J. Beier
Copywriter.....Herman H. Breslich
Copywriter.....Justin C. Tanner
Radio Time Buyer.....Harry C. Pick

Radio Accounts Placed — Admiral Corp., Klein's Sporting Goods, BG/ Foods, Inc.

Television Account Placed—Admiral Corp.

•

DANCER-FITZGERALD-SAMPLE

221 No. La Salle St., Chicago 1, Ill.
Phone State 3800
ABP—ANPA—APA—PPA—ABC—NOAB

President.....H. M. Dancer
Vice President.....C. L. Fitzgerald
Vice President.....J. G. Sample
Treasurer and Secretary.....Paul Keenan
Acct. Execs.....Everett C. Bradley, D. D. Brown, Joseph Greeley, Thomas L. Greer, Robert F. Hussey, J. Kenneth Laird, James S. Lind, G. H. Johnson, Richard Janney.

Radio Department

Radio Director.....Roy Winsor
Radio Acct. Exec.....Carl Stanton
Radio Supervisors.....George Stellman, James West, H. Y. Bingham, Philip Bowman.
Dir. Radio Contracts.....James J. Neale

Branch Offices

247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-4200

Managerment.....H. M. Dancer, President, T. H. Brown, Jr., Asst. to Pres.
Acct. Execs.....Frank A. Kearney, George G. Tormey, F. K. Beirn, H. B. Cohen, W. W. Holt, A. W. Spence, Jr., W. B. Stewart.
Radio Acct. Exec.....Carl Stanton

Rm. 1014, Taft Building, 1680 Vine Street
Hollywood 28, Calif.
Phone Hempstead 8166

Manager.....Alvin Kabaker

Dancer-Fitzgerald-Sample, Ltd.
6 King Street, East
Toronto, Ontario, Canada
Phone Adelaide 2851

Manager.....Gilbert Nunns

Radio Accounts Placed — General Mills, Inc., Proctor & Gamble Company, Sterling Drug Inc., Kilmer & Co., Inc., Whitehall Pharmacal Company, Boyle-Midway, Inc., Falstaff Brewing Corp., Continental Illinois National Bank & Trust Co.

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D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone Central 6700
AAAA — ANPA — PPA — ABP — PRB — SAAA—SNPA—NOAB—OAAA

President.....J. F. Oberwinder
Secretary-Treasurer.....C. C. Pangman

Branch Offices

515 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-5435

Vice-President in Charge of Radio.....J. Toigo
Radio Dept.....P. A. Louis

Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158

Stanley Seward
90 Broadview Ave., Toronto, Canada
Gramont Altenbernd

Radio Account Placed—The Coca-Cola Co.

•

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis, Mo.
Phone Main 0790-0791
PPA — NOAB — APA

President-Time Buyer..James M. Daugherty
Secretary-Treasurer..Pauline Otto Daugherty

Radio Accounts Placed—Pepsi-Cola Bottlers of St. Louis, Meyer Bros. Drug Co., St. Louis Dairy Co.

•

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids, Mich.
Phone 8-0666
APA—ABP

Owner.....Ben Dean
Asst.....Mildred Juneau

Radio Account Placed—WOOD Radio Station, King-Trendle Broadcasting Corp.

•

DOE-ANDERSON ADVERTISING AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193
APA—ANPA—PPA—SNPA

President.....Elmer H. Doe
Account Executive.....Warwick Anderson

DOHERTY, CLIFFORD & SHENFIELD INC.

350 Fifth Avenue, New York 1, N. Y.
BRyant 9-0445

AAAA—ABP—ANPA—PPA—NOAB—APA

President.....Lawrence L. Shenfield
Vice-Pres. & Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Donald K. Clifford, Francis J. Doherty
Secretary.....Wm. E. Steers
Asst. Treas.....Nelson O. Argueso

Radio Dept.

Radio Director.....Chester MacCracken
Dir. of Radio Commercials....John Mullen
Radio Time Buyer.....Helen Wilbur

Radio Accounts Placed—Bristol-Myers Co., Reid's Ice Cream.

Television Accounts Placed — Bristol-Myers Co., Reid's Ice Cream.

•

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 19, Va.
Phone 3-111-3

ABP—ANPA—PPA—SNPA—AAAA—PRB—SAAA

President-Treas...Ralph L. Dombrower, Sr.
Vice-Pres.....Ralph L. Dombrower, Jr.
Secretary.....Lewis D. Andrews
Director.....J. C. Fulmer
Account Executive.....J. Linwood Jackson
Talent Pur.....T. Michaux Moody

Branch Office

Woodward Bldg., Washington, D. C.
Phone Republic 1420

Manager.....Philip Rosenfeld

Radio Accounts Placed—Southerland Wine Corp. (Velvet Rose Wines), Southern Biscuit Co. (FFV Cookies & Crackers), 4-Most Stores Co., Inc. (GRIP-ON Waterproofing Treatment).

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DONAHUE AND COE, INC.

1270 Ave. of Americas, New York 20, N. Y.
Phone Columbus 5-4252

ANPA—PPA—ABP—SNPA—OAAA—APA—NOAB

President.....E. J. Churchill
Vice-Presidents.....Bertram S. Nayfack, Harry L. Morrill (Atlanta).
Vice-Pres. & Art Dir.....Wm. Schneider
Secretary.....O. A. Kingsbury
Treasurer.....W. D. Patterson
Vice.Pres. in Charge all Radio..Tom Revere
Time Buyer.....T. H. Lynch
Dir. Motion Picture Radio Production, A. C. Rigrod

Branch Office

411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662

Manager & Vice-Pres.....H. L. Morrill, Jr.

DOREMUS & CO.

120 Broadway, New York 5, N. Y.
Phone REctor 2-3000

ANPA—PPA—APA—ABP—NOAB

President.....Wm. H. Long, Jr.
Exec. Vice-Pres.....W. H. Burnham
Treasurer.....R. E. Williams

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DORLAN, INTERNATIONAL-PETTINGELL & FENTON, INC.

247 Park Avenue, New York, N. Y.
Phone Eldorado 5-2685

ABP—ANPA—PPA—NOAB

President.....Atherton Pettingell
Exec. Vice-Pres.-Treasurer.....Walter Maas
Vice-President.....Charles B. Strauss
Vice-President.....Herbert Bayer
Radio Dept.....Handled by Mildred Fenton Productions.

•

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston, Mass.
Phone Hubbard 8050

President.....John C. Dowd
Executive Vice-President.....E. D. Parent
Vice-Presidents.....E. W. Lancaster, W. Davenport.
Treasurer.....Geo. E. Murphy
Radio Director-Talent....Gerard H. Slattery

Radio Accounts Placed — Albany Carpet Cleaning Co., Allied Salt & Chemical Co., Atlantic Coal Co., Britex Co., Clinton Clothing Mfg. Co., Wm. Filene's Sons Co., First National Stores, Martin L. Hall Co., M. A. Hanna Co., Homes, Inc., Jenney Mfg.. Co., Kennebec Wharf & Coal Co., Wm. Leavens Co., Massachusetts Dept. of Agriculture, Paine Furniture Co., K. J. Quinn & Co., Inc., Snider Fuel Corp., Stanley System.

•

L. J. DuMAHAUT ADV. AGENCY

827 David Stott Bldg., Detroit 26, Mich.
Phone, RANdolph 9480

President.....L. Jerome DuMahaut
Production Mgr.....Theresa Savin

•

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone, CIrcle 6-1400

PPA—NOAB—ANPA—APA—SNPA—ABC

President.....Roy S. Durstine
Vice-Pres.-Secretary.....Arch T. Gardiner
Vice-Presidents.....William E. Dempster, Robert D. Spahn, Roy U. Gordon.
Treasurer.....T. Arnold Rau
Prod. Traffic Mgr.....David R. Margaretten
Art Director.....Harvey A. Spooner
Assoc. Radio Directors.Richard L. Eastland, Maurice Condon, John T. Martin.

Radio Time Buyer.....Bergliette Boe
Radio Producers.....Richard L. Eastland, Maurice Condon, John T. Martin.

Branch Offices
333 No. Michigan Ave., Chicago 1, Ill.
V.P.-Manager .....Ellis Travers
719 Enquirer Bldg., Cincinnati 2, O.
Phone, Cherry 0032
V.P.-Manager .....Frederic Kammann
Charge of Art Dept.....Philip Goyert

•

ELLIS ADVERTISING CO.

Rand Bldg., Buffalo 3, New York
Phone Cleveland 0422
ABP—ANPA—NOAB—APA
Partners....Michael F. Ellis, Jerome R. Ellis

Radio Dept.
Caesarina Cardarelli

Branch Offices
33 W. 42nd St., New York 18, N. Y.
LOngacre 5-1567
Michael F. Ellis, Jr.
74 King St. E, Toronto 1, Canada
Waverly 3438
Abbey A. Muter

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ROBERT J. ENDERS ADVERTISING

Atlantic Bldg., Washington 4, D. C.
Phone Executive 5834
President.....Robert J. Enders
Radio Director.....Robert L. Howard
Script & Continuity Mgr.....Shelia Ryan
Production Manager.....Charles Warren
Chief Time Buyer.....John Barnes

Radio Accounts Placed—Columbia Wholesalers, Inc., Guthrie Lithograph Co., Maryland Airlines, Georges Radio Co., Government Services, Inc., Kopy Kat Stores, Acousticon-Orrison Hearing Aids, Miami Sea-Hawks Pro Football, President's Cup Regatta, National Electronic Laboratories, News Digest Publications.

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ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone MOhawk 4-8700
AAAA—ABP—ANPA—PPA—
SNPA—NOAB—OAAA

President.....Louis R. Wasey
Vice-Pres.-Gen. Mgr....Howard D. Williams
Exec. V.P.....Ray C. Jenkins
Treasurer.....James F. O'Connor
Director of Radio.....C. H. Cottington
Asst. Radio Director.....Joe Brattain
Time Buyer.....Keith Shaffer
Business Manager...Archibald Douglass, Jr.
Radio Producers.....Charles F. Lowe, John Halpern

Television Dept.
C. H. Cottington

Branch Offices
Erwin Wasey & Co., Ltd.
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952
Vice-President.....L. R. Northrup
Rand Tower, Minneapolis, Minn.
Phone Atlantic 1223
Vice-President.....Mac Martin
First Nat'l. Bank Bldg., Oklahoma City, Okla.
Okla. City 2-0603
Vice-President.....Harold Halsell
White-Henry-Stuart Bldg., Seattle, Wash.
Eliott 8250
Vice-President.....Miller Munson
749 Yonge St., Toronto, Canada
Randolph 5187
Vice-President.....Ralph Lawson

Radio Accounts Placed—Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., Acme Flour Mills Co., Albers Milling Co., Peter Fox Brewing Co., Zonite Products Corp., Primrose House, Inc., S. C. Johnson & Sons, Inc., Nash Coffee Co., Salisbury & Saterlee Co., House of Herbs, Inc., Anderson-Pritchard Oil Corp., Kreml Hair Tonic & Shampoo, K-R-O Co., Pertussin, Jacob Riess Bottling Works, Inc.

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WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900
1537 Vine St., Hollywood, Calif.
Phone Hillside 2183
President and Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Thos. D. Luckenbill
Time Buyers.....John C. Esty, Richard Grahl.
Radio Producers .....Don Bernard, Kendall Foster, George Zachry, Helen Phillips, Charles White
Television Department.....Kendall Foster

Radio Accounts Placed — Colgate-Palmolive-Peet Co., Thomas Leeming & Co., Inc., National Carbon Co., Inc., Piel Bros., Pacquin Inc., R. J. Reynolds Tobacco Co., Tea Bureau, Inc.

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EVANS ADVERTISING AGENCY

322½ South Sixth St., Springfield, Ill.
Phone 2-2090
ANPA—AAAA
Owner & Manager.....Clarence R. Evans
Treasurer.....Velma Evans
Art Director.....John Robert Work
Continuity Director.....Jo Otwell
Radio Producer.....Velma Evans

Radio Accounts Played—Gold Coast Beer,

The Bootery (Springfield, Champaign, Bloomington), Rolans (Lane Bryant), Springfield Dry Goods Co., Frank A. Bridge Jewelers, Collins Jewelers, Springfield Refinoil Co., Lloyds Cleaners, Kennedy Laundry & Dry Cleaners, Fink's Cleaners, Capital City Motors, Herndon Dept. Store, Home Appliances, S. A. Barker Co., Sweet & Canterbury (Purina Dlr.), Matthew Transfer Co., Senate Theater, Strongs Cafeteria, Buddes Cafe, Y-B Food Market, Franklin Life Insurance, Mutual Benefit Health & Accident, Hennessey's Florists, Lake Club, Farm, Lober's Shoes, Bergs, Howard's Paint & Wallpaper.

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FEDERAL ADVERTISING AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-6400

AAAA—ANPA—PPA—ABP—APA—NOAB —FAAG

President.....Gordon E. Hyde
Vice-Presidents.....James F. O'Brien, Jules B. Singer, Don Parsons, Kenneth W. Plumb, Charles G. Wright, Laura E. Carson, John S. Davidson, Thomas P. McMahon.
Vice-Pres.-Dir. of Research, Dr. Wallace H. Wulfeck
Secretary & Treasurer...George G. Dietrich
Vice-Pres. & Copy Chief....Joseph Leopold
Vice-Pres. & Art Dir...MacGregor Ormiston
Radio Dir.....Francis C. Barton, Jr.
Radio Space Buyer.....Penelope Simmons
Radio Producer.....Thomas Hicks

Radio Accounts Placed—American Safety Razor Corp. (Gem); Joseph Dixon Crucible Co. (Ticonderoga Pencils), J. F. Trommer Co., Inc. (White Label), General Cigar Co. (Van Dyck), B. Barbizon Corp., Rockwood & Co. (Chocolate Bits), Durkee Famous Foods (Durkee's Dressing), Lily of France Corset Co. (Lilees Bras).

•

HARRY FEIGENBAUM ADVERTISING AGENCY

1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623

ANPA—PPA—NOAB

President.....Harry Feigenbaum
Radio Dept. Manager.....David Wermen
Radio Director & Talent.....Ralph A. Hart

•

HANLY, HICKS & MONTGOMERY

500 Fifth Ave., New York 18, N. Y.
Phone LOngacre 5-5000

AAAA—ABP—ANPA—PPA—APA—NOAB

Board Chairman.....C. P. Hanly
President.....H. M. Montgomery
Secretary-Treasurer.....H. E. Lehman

Chicago Office

WALLACE-FERRY-HANLY CO., INC.

430 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4462

Manager.....C. L. Collette

Radio Accounts Placed—Johnson & Johnson (TEK toothbrushes).

•

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone MUrray Hill 4-3300

ANPA—PPA—APA—NOAB

President & Treasurer.....Lawrence Fertig
Radio Director.....Henry Bretzfield

Radio Accounts Placed—David L. Loew Productions, Farrell Publishing Co.

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ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville 3, Tenn.
Phone 6-1977

PPA—SNPA

President-Treasurer.....Robert G. Fields
Secretary.....R. H. Lane

•

FITZGERALD ADVERTISING AGENCY

833 Howard Ave., New Orleans 13, La.
Phone Raymond 5194

AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB

Partner.....Joe L. Killeen
Partner.....Joseph H. Epstein
Partner-Time Buyer.....Leonard Gessner
Partner-Copy Chief.....Roy M. Schwarz
Partner-Art Dir.....E. W. R. Wootten
Partner-Prod. Mgr.....Warren G. Posey
Continuity.....Mildred Thomas

Radio Account Placed—Wesson Oil & Snowdrift Sales Co., Blue Plate Foods, Inc., Dixie Brewing Co.

•

FLACK ADVERTISING AGENCY, INC.

Hills Bldg., Syracuse 2, N. Y.
Phone 2-3129

ABP—ANPA—PPA—APA—AAAA—NAAN

President.....John B. Flack
Vice-President.....Richard H. Wickham
Secretary.....Florence O. Miller
Tres. & Time Buyer.....J. K. Bowman
Consulant.....Kenneth G. Bartlett
Copy....Richard H. Wickham, Claire Evans

Radio Accounts Placed—Keepsake Diamond Rings, Bardeen's, Inc., First Trust & Deposit Co.

•

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490

ANPA—NOAB

President.....Robert B. Foley

Secretary-Treas.....Helen M. Little
Acct. Exec.....L. M. Robertson
Mgr. & Time Buyer.....Robert B. Foley
Radio Accounts Placed—I. J. Fox, Inc., The Stearn Co., Thistledown Racing Assn., Inc., Arena Attractions, Roller Derby.

•

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-6600
AAAA—ANPA—ABP—PPA—APA—OAAA

Chairman of the Board.....Don Belding
President .....Emerson Foote
Chairman, Executive Comm....Fairfax Cone
Secretary-Treasurer.....William R. Sachse

NEW YORK OFFICE

President .....Emerson Foote
V.P. & Gen. Business Mgr...M. P. Franceschi
V.P.-National Radio Director
Hubbell Robinson, Jr.
Manager of Radio Department
Douglas Coulter
Radio Time Buyer.....Lillian Selb

CHICAGO OFFICE

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4800
Chairman, Executive Comm....Fairfax Cone
Secretary-Treasurer.....William R. Sachse
Director of Radio.....Stuart Dawson
Radio Time Buyer....Genevieve M. Lemper

LOS ANGELES OFFICE

601 W. Fifth St., Los Angeles 13, Calif.
Phone Michigan 7651
Chairman of the Board.....Don Belding
V.P.-Manager.....Wm. J. Pringle
Radio Time Buyer.....Eugene Duckwall

HOLLYWOOD OFFICE

6117 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 6265
General Mgr.-Treas.....C. Burt Oliver
Production Dir.....A. L. Capstaff
Talent Director.....Victor Hunter
Regional Program Dir.....David Taylor

SAN FRANCISCO OFFICE

235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 2355
Vice-Pres. & Manager.....E. I. Harrington
Time Buyer & Media Dir.....Stuart Harding
Radio Director.....Charles Trieschman
Radio Accounts Placed—The American Tobacco Company, The Cities Service Oil Company, Armour and Company, Albers Milling Company, Ben Hur Products, Inc., Bourjois, Inc., California Fruit Growers Exchange, Hall Bros., Inc., Pepsodent Division of Lever Brothers Co., RKO Radio Pictures, Inc., Safeway Stores, Inc., Southern Pacific Company, Union Oil Company, Peralta Wine Co., Purex Corp. Ltd., Selznick International and Walt Disney Productions.

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
APA — SNPA

President.....John L. Fort
Production Manager.....Jean Dunham
Radio Accounts Placed — Citizens Bank (Local); Coble Dairy Products (Regional).

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ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.
Phone COrtlandt 7-5060
ANPA—PPA—ABP—NOAB—APA

Chairman of the Board....Emmett Corrigan
President.....Frank J. Reynolds
First Vice-President & Treasurer
Victor J. Cevasco
Vice-Chairman-General Mgr.
Harold E. Maples
Radio Department.....John V. McAdams

Branch Offices

Post Office Square, Boston, Mass.
Phone Hancock 5900
Packard Bldg., Philadelphia, Pa.
Phone Rittenhouse 3915
1 La Salle St., Chicago, Ill.
Phone Dearborn 8910
475 Fifth Ave., New York 17, N. Y.
Phone LExington 2-4537
V.P.....William F. Adler
235 Montgomery St., San Francisco, Calif.
Phone Exbrook 3484
Acct. Exec.....Lucrezia Kemper
Radio Accounts Placed—Merrill, Lynch, Pierce, Fenner & Beane.

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CURT FREIBERGER & CO.

314 Cooper Building, Denver 2, Colo.
KEystone 0487
ANPA—ABP—APA—NAAN

President.....C. J. Freiberger
Treas. & Asst. Sec.....Lucille A. Seger
Production Manager..Robert A. McCutcheon
Art Director.....A. Cizek
Illustrator.....G. Ellis
Cartoonist.....J. Reed
Industrial Artist.....J. T. Preucil
Account Executive.....J. M. Henderson
Bookkeeper.....N. J. Charon
Secretary.....D. Hahn
Artist.....Barbara Weiss
Accountant Executives.....Gene Blish, Vern Ewing, Kim Barnes.
Radio Director.....Ruth L. Torgerson
Radio Accounts Placed — Tivoli Union Co., Brecht Candy Co., Securities Credit Corp., Stone-Hall Brokerage Co., Toner's Inc., Central Bank & Trust Co., Bell Tailors, Clayton Coal Co., Colorado Potato Flake Co.,

A. Carbone & Co., Gart Bros., Gus Buttermaid Bake Shop, Service Supply Co., Ute Chief Mineral Water Co., Jack Wehner, Realtor, O. K. Rubber Welding System.

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AD FRIED ADVERTISING AGENCY

208-209 Easton Bldg., Oakland 12, Calif.
Phone Higate 6580

Owner & Tele-Radio Director.....Ad Fried
Copy & Continuity.....Dr. James A. Scott
Radio Time Buyer.....Elaine McCune
Research Director.....Scott B. Anderson
Format Manager.....Leland Morgan
Publicity Director.....Scott B. Anderson
Program Manager.....Elaine Trigger
Radio Producers.....Ad Fried, James A. Scott, Jr., Elaine Trigger, Scott B. Anderson
Television Producer.....Ad Fried

Radio Accounts Placed—Advance Products Co., Bodies Trailer Co., Darling Shops (Pacific Coast), Fox Theaters (Oakland only), Gould-Pacific Co., Home Supply Co., Nutrisol Fertilizer, Oakland Pro-Football Assn., Paramount Pest Control, Sunset Venetian Blind Co., Dr. DeGloria-Dr. Revelli, Swan's Markets, West Coast Soap Co. (Powow), Artcraft Leather Co., Dr. Citron Dental Offices, Eb Wells Pontiac Dealer, Fred Benioff Himself, Gross Bros., Heidt Equipment Co., Office Appliance Co., Oakland Federal Savings & Loan Assn., Coast Millinery Co., Royal Art Galleries, Hobbyland, Rainbow Hybridizing Gardens, Bigelow Films, Crompton Adv. Specialties, Miracle Foam (H. R. Davi Co.), Foster Insurance Co., G. H. Holman Co., Magazine Service Bureau, Oakland Frame & Axle Co., Panda Room, Tasch Furriers, Travel Service Inc., W. F. Barton Co., Linn Company.

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HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone LIberty 0813-4-5
ANPA—PPA—APA

President.....Karl M. Frost
Exec. V.P.-Treasurer.....Harry M. Frost
Asst. Treas.....Florence A. Dondero
Secretary.....Harvey P. Newcomb
Pro. Mgr. & Space Buyer..Harold E. Bessom
Radio Director & Time Buyer, Harvey P. Newcomb

Branch Offices
Lynn, Mass.; Worcester, Mass.

Radio Accounts Placed—Durkee Mower, Inc., Supreme Wine Co., Eastern Racing Assn., Eldred & Barbo, Araban Coffee Co., Shubert Theatres, Campbell Fairbanks Expositions, Genoa Packing Co., Boston Yanks, Boston Braves.

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FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone MUrray Hill 6-5600
AAAA — ANPA — PPA — ABP
APA—NOAB

President.....Allen Billingsley
Chairman of the Board.....John Wiley
Executive Vice-Pres.....E. L. Andrew
Sec.-Treas.....C. C. Reidenbaugh

New York Office

Chairman of the Board.....John Wiley
Radio Director.....Lee Williams
Radio Time Buyer.....George Trimble

Cleveland Office
1501 Euclid Ave., Cleveland, O.
Phone Cherry 6700

President.....Allen Billingsley
Exec. Vice-Pres.....E. L. Andrew
Radio Department.....M. M. Scott
Radio Time Buyer.....W. J. Staab

Chicago Office
29 South LaSalle St., Chicago, Ill.

Vice-President.....Ed Lauesen

Radio Accounts Placed—Burkhardt Brewing Co., Pennzoil, Dougherty Lumber Co., Climalene, Commonwealth Shoe & Leather Co., Westinghouse Electric Co. (Lamp & Radio Divisions), Harry Ferguson, Inc., Central National Bank.

•

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone, BRyant 9-2927

President.....Norman Furman
Secretary.....Nathan Rothenberg
Vice-President.....Irving Gottlieb
Time Buyer.....Joyce Grubard
Radio Producer.....John O'Rourke

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GAHAGAN-TURNBULL CO., INC.

270 Park Ave., New York 17, N. Y.
Phone EL 5-7779
AAAA—ABP—ANPA—PANYC

Partner.....Andrew Gahagan
Partner.....Henry R. Turnbull
Radio Director.....George DuPue, Jr.
Time Buyer.....Barbara L. Smith

Radio Accounts Placed—America's Future, Inc., Monticello Drug Co., Republican State Comm., Clairol, Inc.

•

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915
ANPA—PPA—NOAB—ABC—AAAA—ABP—SNPA—APA

Chairman of Board.....H. S. Gardner
President.....E. G. Marshutz
Executive Vice-Presidents....S. M. Ballard, Miss B. Adams
Vice-Presidents.....J. F. Kircher, L. C. MacGlashan, C. P. Michels.
Vice-Pres. & Art Director.....R. Czufin
Vice-Pres. & Dir. of Radio (St. Louis), C. E. Claggett
Vice-Pres. & Dir. of Media, E. A. W. Schulenburg
Secretary-Treasurer.....J. V. Kirchhoff

Branch Offices
9 Rockefeller Plaza, New York 20, N. Y.
Phone Columbus 5-2000
V.-P. in Charge of Radio....Roland Martini

Radio Accounts Placed—Pet Milk Co. Ralston Purina Co., Purina Mills, Hyde Park Beer, N. Y. Stock Exchange, Union Electric, St. Louis Ind. Packing Co., St. Louis Public Service Co., Lion Oil Co., H. D. Lee Co., Sutho Suds, Inc., Wabash Railroad.

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GARFIELD & GUILD

660 Market St., San Francisco 4, Calif.
Phone EXbrook 3420
PPA—ANPA—NOAB—ABP
NAAN—AAAA

President.....Sidney Garfield
Vice-Pres. (Exec.).....Walter Guild
Vice-President.....Bernard B. Schnitzer
Radio Director.....William A. Morrison
Radio Time Buyer.....Sally Paul
Production Dir.....Stanley Kerk
Radio Producers.....Walter Guild, David Bascom, Wm. A. Morrison.
Res. Mgr.....Lee Ringer

Radio Accounts Placed—Capwell, Sullivan & Furth, El Dorado Oil Co., Alice Frock, Hurley Marine Works, Good Foods, Inc., Gravem-Inglis Baking Co., Kay Jewelers, Valley Church of the Air, Smith's, No-Doz Awakeners, Northrup King & Co., Remar Baking Co., Chemicals, Inc., Southwest Food Products, Betty Lou Foods, O'Rourke of California, Guittard Chocolate Co., Frontier Foods, Grace Bros. Brewing Co., John Hanson Co., Newell Gutradt Co., HQZ Hair Preparations, Servicycle Co., J. I. Fancy Frozen Foods, Alta Vineyards Co, O'Brien's Candy Co., California Magazine, H & L Block Co.

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W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 8388
APA—ANPA—PPA—NOAB

President.....W. W. Garrison
Vice-President .....Brooks Middleton
Secretary & Time Buyer.....G. P. Schill
Vice-Pres. in Charge Radio....Tim Morrow
Continuity Dir.....Nancy Goodwin
Prod. Supervisor.....Kathryn Stark

Branch Office
190 Monroe Ave., N. W., Grand Rapids 2, Mich.
Phone 9-4485

Manager.....George A. Baldwin

Radio Accounts Placed—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Dante Candy Co., Joseph Triner Corp., Hamilton Foods, Inc., Falcon Camera Co.

GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.
Phone, GARfield 1081
AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth
Account Exec.....J. R. Pitsker
Media Mgr.....D. W. Ryder
Office Mgr.....E. J. Thomas
Prod. Mgr.....J. W. Clark

Branch Office
412 W. 6th St., Los Angeles 14, Cal.
Phone, TUcker 1455

Co-managers.....Orson Hunter, B. S. Stivers.

Radio Accounts Placed — Rockmont Envelope, Plant-Chem, Inc., David D. Bohannon Org., Moss Stores.

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GEYER, NEWELL & GANGER, INC.

745 Fifth Ave., New York 22, N. Y.
Phone Wickersham 2-5400
AAAA—PPA—ANPA—APA—ABP—NOAB

President .....Bertram B. Geyer
Exec. Vice-President.....H. W. Newell
Exec. Comm. Chairman.....Joe M. Dawson
Vice-Presidents.....R. M. Ganger, J. W. Bertch, H. M. Hempstead, A. A. Surin, Vernon M. Welsh, R. E. Tuttle, C. A. Brocker, F. P. Reynolds, Jr., D. S. Shaw, E. F. Thomas
Publicity Dir.....Edward F. Thomas

Radio Dept.
Director.....Donald S. Shaw
Production Manager.....Frederick A. Long

Television Dept.
Director.....Donald S. Shaw
Prod. Manager.....Frederick A. Long

Branch Offices
Third Nat'l Bldg., Dayton, O.
Phone Fulton 4145

Manager.....E. G. Frost
14250 Plymouth Rd., Detroit 22, Mich.
Phone, Hogarth 5520
Exec. Contacts.....H. M. Hempstead, R. E. Tuttle
6605 Hollywood Blvd., Hollywood, Calif.
Phone Granite 6141
Manager .....Ed Cashman

Radio Accounts Placed — Nash-Kelvinator Corp., E. R. Squibb & Sons.

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J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada
Phone Elgin 2111
CAAA

President.....Mrs. J. J. Gibbons
Vice-Pres. & Gen. Mgr.....H. M. Tedman
Vice-Pres. & Asst. Gen. Mgr..R. B. Pattison
Vice-Presidents.....R A. Stapells, W. Kiehn
Secretary-Treasurer.....W. H. Hoare
Radio Director.....Don Bassett

Branch Offices

924 Dominion Square Bldg., Montreal, Que.
Vice-Pres. & Mgr.....H. M. Reid
Radio Director.....L. D. Cox

272 Scott Block, Winnipeg, Manitoba
Vice-Pres. & Mgr.....E. G. MacPherson

204 Leader Bldg., Regina, Saskatchewan
Manager.....Stanley Wayte

Renfrew Bldg., Calgary, Alberta
Vice-Pres. & Mgr.....R. G. Smith

McDougall Court, Edmonton, Alberta
Manager.....J. H. Fulton

609 Province Bldg., Vancouver, B. C.
Manager.....Leander Manley
Radio Director.....Gordon Rowntree

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GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City 1, Utah
Phone 4-5516

ANPA — APA — ABP

President & Treasurer.....M. C. Nelson
Vice-Pres. & Acct. Execs.....J. Y. Tipton,
Lon Richardson
Acct. Exec. & Radio Dir.....Victor V. Bell

Radio Accounts Placed—Sego Milk Products Co., Utah Oil Refining Co., Mountain Fuel Supply Co., Royal Baking Co., Walker Bank & Trust Co., Sweet Candy Co., Cloverleaf Dairy, Tracy-Collins Trust Co., Utah Power & Light Co., Fisher Brewing Co., J. A. Hogle & Co., Porter Scarpelli Macaroni Co. (Salt Lake City), Jesse M. Chase, Excelcis Beauty Products Co., Excelcis Beauty Salons, W. A. Fuller Co., Pony Express Stages, American Packing & Prov. Co., First Federal Savings & Loan, Lagoon Amusement Park.

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GLASER ADVERTISING, INC.

Statler Bldg., Boston 16, Mass.
Phone Hubbard 7188

AAAA — ABP — ANPA — PPA — APA

President.....Louis Glaser
Radio Director.....M. B. Collins
Production Manager Thomas F. Eccleston, Jr.

Radio Accounts Placed—Hathaway Bakeries, Inc., Rose-Derry Co.

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GLASSER-GAILEY & COMPANY

3275 Wilshire Blvd., Los Angeles 5, Calif.
Phone Fitzroy 2141

PPA

Partner.....P. E. Gailey
Partner.....G. F. Glasser
Fashion Director.....Joyce Contini
Comptroller.....Howard Gambrill
Production Manager.....King Richardson
Copy Chief.....Jane O'Leary
Time Buyer.....J. G. Mitchell

Branch Offices

690 Market St., San Francisco, Calif.
Phone Exbrook 6469
Manager.....Robert O. Davis

32 E. 57th St., New York 22, N. Y.
Phone PLaza 5-2887
Manager.....Margaret Macy

Radio Accounts Placed — Bu-Tay Products, Ltd., Austin Studios, Mystic Foam Co., Courtley Ltd., Dixie Fry Co., J. Bird Moyer Co., Beckman Furs, Olson Bread Co., Kern Food Co., Home-Maker's Club, Sontag Drug Stores, Pacific Macaroni Co., L. B. Laboratories, Inc., Mode O'Day Corp., Huggins-Young Coffee Co.

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GLICKSMAN ADVERTISING CO., INC.

400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716

ABP—ANPA—PPA

President.....Joseph Glicksman
Vice-President-Sec.....William Glicksman
Treasurer.....David Glicksman
Radio Director.....Joseph Glicksman

Radio Accounts Placed — Adam Hats, Portis Bros. Hat Co.

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MAX GOLDBERG ADV. AGENCY

611 Railway Exchange Bldg.
Denver, Colorado
Phone: CH 5533

ANPA

Radio Director.....Wes Battersea
Exec. V.P.-Radio Director....Wes Battersea
Treasurer .....Doris Fitmier
Radio Continuity.....Mrs. Dorothy Lutz
Radio Continuity.....Mrs. Elizabeth Nixon

Radio Accounts Placed—Dave Cook Sporting Goods Co., M. & O. Cigars, Ambrose & Co. (Richelieu Wines, Jams & Jellies), State of Colorado, Denver Jewelry Co., New York Furniture Co., and Dundee Clothing Co.

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GOLDMAN & WALTER ADVERTISING AGENCY

75 State St., Albany 7, N. Y.
Phone 5-8864-5

ABP—APA

President.....Harry L. Goldman
Vice-President.....Eleanor Chatham Walter
Secretary.....Louise Benay
Radio Director.....Louise Benay
Asst. Director.....Robert W. Snyder

Radio Accounts Placed — John G. Meyers Dept. Store, Seven-Up Bottling Co. of Troy, N. Y., David's Women Apparel, Roxy Cleaners & Dyers, Stone's Liquor Dist., Albany Garage Co., & Appliance Dist., Drive-In Auto Theatres, Green's Stationers, Standard Furniture Co. (Kingston-Troy).

Television Accounts Placed—David's.

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago 11, Ill.
Phone Superior 6746
AAAA—ANPA—PPA—ABP

President.....Clyde M. Joice
Vice-President-Merchandising, Harlow P. Roberts
Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Media Director.....Florence A. Neighbors
Production Mgr.....George B. Frank
Account Executive.....Jay C. William

Radio Accounts Placed—Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Hooker Glass & Paint Co., Jewel Tea Co., Inc., Mid-Continent Airlines, Inc.

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GOTHAM ADVERTISING COMPANY

2 West 46th St., New York 19, N. Y.
Phone LOngacre 5-2616
APA—ABP—ANPA—PPA

Chairman of Board.....G. E. Harris
President.....D. D. Sutphen, Jr.
Radio & Tele. Director.....Arthur A. Kron
Exec. Vice-Pres. & Treas....Arthur A. Kron
Secretary.....Chester A. Priest

Radio Accounts Placed—Hartley's Marmalade, Lutheran Hour, R. L. Swain Tabacco Co.

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GRANT ADVERTISING, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 6500
ANPA—PPA—APA—ABP—SNPA—NOAB

President.....Will C. Grant
Executive Vice-Pres.....Edward J. Jordan
Vice-Presidents.....Claude R. Miller, George C. Bayna, W. Robert Watson.
Exec. Vice-Pres. & Central Creative Staff, Howard A. Jones
Secretary.....Mary Waller Grant
Vice-Pres. & Art Dir. (all offices), Loren C. Moore
Copy Chief.....Robert Crane
Research Dir. (all offices).....Kay Sheldon
Office Manager.....Ralph E. Ellis
General Radio Dir. (all offices), Lloyd G. Harris
Media Dir. (all offices)....George McGivern
Radio Dir.....Harry Holcombe
Asst. Radio Dir. (Dr. I. Q.)...Lew Valentine
Asst. Radio Dir.....Jane Baker
Staff Announcer.....Allen C. Anthony
Mgr. Radio Script Dept.....Evelyn Elam
Continuity Editor.....Myron Golden
Production.....Harry White

Branch Offices

350 Fifth Ave., New York, N. Y.
Phone BR 9-6100
Office Mgr.....Carl B. Wheeler

2866 Penobscott Bldg., Detroit 26, Mich.
Phone Cherry 9400
Vice-Pres. in Charge Det. Office, Edward R. Grace

1313 Gulf States Bldg., Dallas 1, Tex.
Phone Riverside 8121
Vice-Pres. in Charge...Samuel W. Hepworth

113 West 4th St., Weslaco, Tex.
Phone Weslaco 175
Vice-Pres. in Charge..Samuel W. Hepworth

1438 DuPont Bldg., Miami 32, Fla.
Phone 3-0733
Vice-Pres. in Charge of Caribbean Opera., John A. Dey

6513 Hollywood Blvd., Hollywood, Calif.
Phone Gladstone 7136
Vice-Pres. in Charge.....Frank Carter

Offices in South America, Mexico, Canada, Cuba, England

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GREEN-BRODIE

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-9533
ANPA — PPA

Partner.....Julian P. Brodie
Partner.....Alan Green
Art Director.....Cecil Baumgarten
Production Director.....Sidney Sawyer
Radio Dept.....Julian P. Brodie

Radio Accounts Placed — Pieter deWitt, Inc., Trade Bank & Trust Co., The Viking Press, The New School.

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GREY ADVERTISING AGENCY, INC.

166 West 32nd St., New York 1, N. Y.
Phone CHickering 4-3900
ABP—ANPA—PPA—NOAB—APA—AAAA

President.....Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Radio-Television Director....Marvin Corwin
Time Buyer.....Harriet Belille

Radio Accounts Placed—Dif Corp., Lambert Bros., Bucilla, Doughnut Corp., Easy-Do, Van Heusen, Simplicity, Tussy, LeLong, Hat Research Foundation, Hollander Furs & Hollander Corp., Kreisler Jewelry, Consolidated Razor Blade Co., Grolier Society Inc., BBD Corp., American Silk Mills, Mojud Hosiery, Miles Shoes, Orbachs, Macys,

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484

AAAA—ANPA—PPA—APA—APB—NOAB
ABC—ABP

President.....Kenneth W. Akers
Radio Director.....Earl R. Preble
Radio Accounts Placed — Fleetwing Corp., B. F. Goodrich Farm Service Tires.

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JULIAN GROSS ADVERTISING AGENCY, INC.

11 Asylum St., Hartford 3, Conn.
Phone 7-7179

President-Treasurer .....Julian Gross
Exec. V.P.-Radio Time Buyer
Erwin B. Needles
Prod. Mgr.....Samuel R. Jacobs
Copy Chief.....Benton Barman
Research Dir.....Leonard A. Bass

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GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
Phone, PEnnsylvania 6-8518

Owner.....Frances G. Guilford
Space Buyer.....Amelia Pronko

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M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1950

ABP — ANPA — PPA — NOAB

Montague H. Hackett
General Manager.....John P. Gilbert
Time Buyer.....Aida Stearns
Radio Accounts Placed—Riggio Tobacco Corp., Chatham Mfg. Co., William S. Scull (Boscul Tea).

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HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., 45 Exchange St., Rochester, N. Y.
Phone Main 2073

ANPA—APA—PPA

President.....H. Lyman Hart
Vice President.....Harold E. Kennedy
Secretary.....M. Brinkman Hart
Radio Director.....John P. Street
Radio Producer.....Joseph P. Brown
Radio Accounts Placed—Blue Boy Canned Goods, Veteran Brand Coffee, Bickford Bros. Co., Inc., Goutremout, Inc., Wegman Super Markets, Levis Music Stores, B. Forman Co., Standard Brewing Co., Blue Bus Lines, Gulf Oil Corp., Blue Boy Dairies, Crescent-Puritan Laundry, Boller-Clark Co., Franklin Chemical Co., Anderson Beverage Co., Security Trust Co., Wolk Bros. Co., Sheraton Hotel, Rochester Transit Corp., Qualtop Beverages, Inc., Genesee Valley Trust Co., Gioia Macaroni Co., Inc.

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HAZARD ADVERTISING CO.

295 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 7-7880

ABP—ANPA—PPA—APA

President .....Herbert Peck
Vice Presidents.....Joseph L. Boland, Donald B. Foresman
Space Buyer.....Mrs. A. Hunt
Publicity Director.....H. P. Quadland
Production Manager.....Raymond Lynch
Art Director.....Mitchell Havemeyer
Radio Director.....Garrett E. Hollihan, Jr.
Radio Accounts Placed—Lederle Laboratories, American Cyanamid Co., Bridgeport Brass Co.

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GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055

ANPA — PPA — APA — ABP — NOAB

President.....George H. Hartman
Vice-President.....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan
Radio Accounts Placed—Sifers Chocolate Syrup Co., M. J. Lanahan, Neumode Hosiery Co., Nash-Underwood, Goldberg Fashion Forum, Chicago Tribune.

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HENRI, HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone SUperior 3000

ANPA—PPA—APA—ABP—NOAB—ABC

Chairman of Board of Dir..W. D. McDonald
President .....W. B. Henri
Secretary.....A. M. Semones
Treasurer.....R. H. Eaton
Space Buyer.....Louis C. Paul
Radio Director.....Wm. E. Jones

Radio Dept.

Assoc. Radio Dir.....David W. Dole
Publicity Dir.....Frazier E. Nounnan
Radio Accounts Placed—Ballard & Ballard Co., Inc., Skelly Oil Co., The Perfect Circle Companies, F. W. Amend Co., Carolene Products Co., John Morrell & Co., The Sherwin-Williams Co. (Weed-No-More).

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HILL ADVERTISING

250 Park Ave., New York, N. Y.
Phone, PLaza 3-7800

PPA—ABP

President.....Weston Hill
Vice-President.....W. L. Ledwith
Secretary.....Joe Cesare
Radio Account Placed—Central Broadcasting Corp.

HILLMAN SHANE

1026 Maple Ave., Los Angeles 15, Calif.
Phone PRospect 4345
ANPA—ABP—NOAB—PPA

President.....Davis S. Hillman
Radio Director.....John Cohan
Art Director.....J. E. Kopp
Acct. Executives.....Martin Newman, George Bamberger.
Director (Radio Dept.).....John Cohan
Time Buyer (Radio Dept.).Leona D'Ambry
Writer.....Betty Smith

Radio Accounts Placed—Sunset Oil Co., Christopher Candy Co., Mission Paks of Calif., Zeeman Clothing Co., Tabak of Calif., Hollywood Starlight Theatre, Catalina Swim Suits, Freeman Certi-Fresh Seafood.

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HIXSON-O'DONNELL ADV., INC.

350 Fifth Ave., New York 1, N. Y.
BRyant 9-5950
ANPA—PPA—APA—ABP—NOAB—PA of N. Y. C.

President & Gen. Mgr.....S. M. Morey
Vice-President.....S. F. Ellsworth
V.-P. & Radio Director....L. B. Van Doren
Vice-President.....A. W. Humm
Secty. & Treas.....W. G. Carmody
Radio Time Buyer.....Kathryn Shanahan

Radio Accounts Placed—Richfield Oil Corp of N. Y., Sinclair Refining Co.

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WILLIAM F. HOLLAND AGENCY

Hotel Sinton, Cincinnati 2, Ohio
Phone MAin 3450

Owner.....William F. Holland
Manager.....D. E. Holland
Production.....E. L. Holland
Art Director.....Emerson Russell
Research.....B. J. Tiemeyer
Copy Chief.....Robert Kappes
Program Dir.....Tom M. George
Continuity.....R. I. Bader
Sales Mgr.....W. F. Holland

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ROBERT HOLLEY AND COMPANY, INC.

RKO Bldg., Rockefeller Center, New York 20, N. Y.
Phone CIrcle 6-2850
ABP—PANY

Pres. & Treas.....Robert Holley
Secretary.....Suzanne Hanson
Business Mgr.....Louis M. Totten

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CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0850
AAAA—ANPA—PPA—ABP

President and Treasurer....Everett W. Hoyt
Secretary.....C. B. Donovan
Vice-Presidents.....F. A. Whipple, W. K. Dingledine
Director of Radio.....W. P. Smith
Time Buyer.....C. B. Donovan
Television Dir.....W. P. Smith

Branch Office
15 Lewis Street, Hartford, Conn.
Phone 5-6066
Vice-President.....F. A. Whipple

Radio Accounts Placed—B. C. Remedy Co., Charles Gulden, Inc., Burnham & Morrill, E. L. Knowles Co. (Rubine), J. A. Wright & Co. (Silver Polish), The Alkine Co. (Flem-O-Lyn).

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THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.
Phone WIckersham 2-3338

President-Treasurer.....H. S. Goodman
Secretary.....H. Knuth
Vice-President.....Everett F. Goodman

Branch Office
206 S. Spring St., Los Angeles, Calif.

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H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.
Phone Liberty 4714
AAAA—ABP—ANPA—PPA—APA—ABC

Vice-President & Radio Director, Wm. H. Eynon
Asst. to Radio Dir.....Sally Larkin
Acct. Exec., Dir. Radio & Tele.
Program & Prod., Public Relations Advisor....Walton Butterfield
Tele Prod.....Walton Butterfield

Branch Office
595 Madison Ave., New York 22, N. Y.
Phone ELdorado 5-1270
Vice-Pres.....H. B. Humphrey, Jr.

Radio Accounts Placed—Eaton Paper Co., R. H. Stearns Co., The Christian Science Monitor, First Church of Christ, Scientist.

Television Account Placed—Wellington Sears.

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HUTCHINS ADVERTISING COMPANY, INC.

42 East Ave., Rochester 4, N. Y.
Phone Main 3528
APA—ANPA—PPA—ABP—NOAB

Chairman of Board.....Mosher S. Hutchins
President.....F. A. Hutchins
Vice-Pres. & Gen. Mgr...F. Irving Hutchins

Vice-Presidents.....J. P. McCarthy, Max Enelow, H. Pierson Mapes, John R. Maxwell.
Asst. to Pres.....Raymond P. Weis

Branch Offices

3701 N. Broad St., Philadelphia 40, Pa.
Phone Radcliff 1900
Vice-Presidents.....John R. Maxwell, Max Enelow.

19 W. 44th St., New York 18, N. Y.
Phone MUrray Hill 2-0716
Vice-President.....H. Pierson Mapes
1244 Dufferin St., Toronto, Que., Canada
Res. Mgr.....John Bennett

Hollywod, Calif.
Res. Mgr.....Hendrik Booraem, Jr.

Radio Accounts Placed—Philco Corp., American Brewing Co., Schuler Potato Chips Co., Lincoln Rochester Trust Co., McCurdy & Co., Scranton's.

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IVEY & ELLINGTON, INC.

535 Fifth Ave., New York 17, N. Y.
MUrray Hill 2-5204
ANPA—PPA

President.....Jesse T. Ellington
Vice-Presidents.....T. S. Strong, T. M. Keresey, C. L. Landon, G. F. Morrow, H. L. Hodgson, C. R. Marshall.

Radio Dept.

Media Director.....A. G. Graff
Radio Production.....Hal James
Radio Accounts Placed—Bayuk Cigars Inc., Sweets Company of America, General Baking Co., McKesson & Robbins Inc.

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JACKSON & COMPANY

49 Worth Street, New York 13, N. Y.
Phone WOrth 4-7005

General Partner.....Paul E. Jackson
Production Manager.....Louis Musto
Art Director.....Lois Hendry
Radio Director & Time Buyer.Julia T. Lucas
Media Director.....Charles B. Hoffman
Account Executives....Charles F. Schroeder, Frank B. Tiebout, John Yeargain, T. Norman L. Hope, Frank H. Phipps, Jr.

Branch Offices

41 Sutter Street, San Francisco 4, Cal.
Phone SUtter 6608
Manager .....J. Stanton
58 East Washington Blvd., Chicago 2, Ill.
Phone ANdover 5263
Manager .....Bruner Tucker

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JOSEPH JACOBS ADVERTISING & MERCHANDISING, INC.

6 East 46th St., New York 17, N. Y.
Phone MUrray Hill 2-6995

Pres. & Owner & Radio Time Buyer, Joseph Jacobs
Treas. & Media Dir.....Richard A. Jacobs
Vice-Pres. & Prod. Mgr.....Morris Unger
Art Director.....Al Rosenberg
Research & Pub. Rel.....Adele Cohen
Copy.....David Epstein
Merchandising.....Henry Levine, M. P. Bryer, R. Friedman, A. Jacobs.
Director (Radio Dept.).....S. Rubenstein
Talent Buyer (Radio Dept.).....M. Keilson
Script (Radio. Dept.).....J. I. Freedman

•

THE JESSOP ADVERTISING CO.

Tower Bldg., Akron, 8, Ohio
Phone Franklin 2169
APA—ABP

President.....M. K. Jessop
Vice-President.....Charles A. Jessop
Radio Director.....R. Gilbert
Secretary.....R. D. Moss
Radio Producers.....W. Colman, D. Glass, J. Blake.

•

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati 2, Ohio
Phone Main 3351
APA—NOAB—AAAA—ABP—ANPA—PPA—ABC

President.....C. M. Robertson, Jr.
Vice-Presidents.....Stanley A. Willer, James M. Nelson
Secretary.....Elmer A. Vehr
Director (Radio Dept.).C. M. Robertson, Jr.
Asst. Dir. (Radio Dept.).Kathryn M. Hardig

Branch Office

580 Fifth Ave., New York City
Phone WIsconsin 7-5500
Manager.....Harry E. Warren
Radio Accounts Placed—Bavarian Brewing Co., The Carter Coal Co., Cincinnati Street Railway Co., Fifth Third Union Trust Co., Kroger Co., Cincy Products Co., Miami Margarine Co., Netherland Plaza Hotel, Martin Rosenberg Wall Paper Co.

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H. W. KASTOR & SONS ADVERTISING CO.

360 N. Michigan Ave., Chicago 1, Ill.
Phone Central 5331
APA—NOAB—ANPA—PPA

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Karms
Vice-President .....Herman Kastor
Copy Chief .....Ashley Belbin

Radio Dept.

Director of Media.....Robert F. Holman
Manager of Media.....Walter Kniffen
Radio Director.....James H. West
Radio Accounts Placed—Procter & Gamble Co., International Milling Co.

KASTOR, FARRELL, CHESLEY & CLIFFORD

9 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-6135

ANPA—PPA—NOAB

President.....H. Kastor Kahn
Exec. Vice-Pres.....W. S. Chesley, Jr.
Vice Pres.-Sec.....W. R. Farrell
Vice Pres.....C. E. J. Clifford
Vice Pres.-Treas.....J. M. Van Horson
Media Director.....J. B. Peters
Radio Director (New York)....J. H. Wright

Branch Office

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Hollywood 8148

Radio Director.....Carleton Alsop
Radio Accounts Placed — Drene Shampoo (Procter & Gamble Co.).

•

THE JOSEPH KATZ COMPANY

444 Madison Ave., New York, N. Y.
Phone WIckersham 2-2740

AAAA—ANPA—PPA—ABP

President.....Joseph Katz
Vice-President.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Radio Producers & Continuity Writers, Nat C. Wildman, H. E. Hudgins, Alvan Sommerfield. Ruth Jaros, Louise Moyer.

Branch Offices

8 South St., Baltimore, Md.
Phone Lexington 1500

Manager.....C. M. Harrison
Director of Radio.....Robert G. Swan

Radio Accounts Placed—American Oil Co., Maryland Pharmaceutical Co., Ex-Lax, Inc., Arrow Beer, Jests, Inc., Laco & Pompeian Products, Inc., Gibbs & Company, Inc., Baltimore Transit Co.

•

HENRY J. KAUFMAN & ASSOCIATES

Homer Bldg., Washington 5, D. C.
Phone District 7400

ANPA—APA—ABP—NAAN

Partner-Managing Dir.....Henry J. Kaufman
Partner-Radio Director.....Jeffery A. Abel
Partner-Creative Dir....William F. Sigmund
Space Buyer.....Betty D. Gwyer
Time Buyer.....Jeffery A. Abel

•

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone LOngacre 5-5090

ABP—ANPA—PPA

President.....Gerald B. Spiero
Vice-President.....Morris Kinzler
Secretary-Treasurer.....Alvin J. Kayton
Time Buyer.....Herman Jacobs
Radio Account Placed—Twentieth Century-Fox Film Corp., Hurok Attractions, Inc., Michael Todd Productions, Rodgers & Hammerstein Productions.

•

KEELING & CO., INC.

1028 Chamber of Commerce Bldg., Indianapolis 4, Ind.
Phone Riley 1478

ANPA—AAAA—PPA—APA—ABP—NOAB

President.....Hal Keeling
Exec. V. P.-Time Buyer.....Don Collins
V. P.-Sec.....William Hutchinson
Radio Accounts Placed — Hastings Mfg. Co., Casite Corp.

•

KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis 2, Mo.
Phone Garfield 0777

PPA—APA

President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer....W. W. Zahrndt
Vice-Pres. and Secretary.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr., V. A. Kelly
Radio Continuity Writers....C. F. Kelly, Jr., V. A. Kelly
Radio Accounts Placed—Trems, Inc., Visit St. Louis Committee.

•

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 3-0700

AAAA — ANPA — PPA — ABP — APA

Chairman of Board.....Otis Allen Kenyon
President.....Thomas D'Arcy Brophy
Exec. Vice Pres.....Dwight Mills
Treasurer.....Charles Vasoll
Secretary.....Joseph A. Vessey
Vice-Pres. & Dir. of Radio..William B. Lewis
Assoc. Radio Dir.....Robert D. Wolfe
Dir. of Timebuying.....Frank Palmer
Network Timebuyer.....Mary Dwyer
Spot Timebuyer.....Gin Parham
Dir. Radio Research.....Richard Dunne
Dir. of Continuity....Thomas K. Carpenter
Radio Publicity Dir.....Hal Davis
Dir. Commercial Copy.....Doris Smith
Talent Buyer.....Donald W. Severn
Radio Producers.....Arthur Moore, Andy Andrews.
Co-Directors of Tele.....Frank Palmer, Arthur Moore.

Branch Offices
135 S. La Salle St., Chicago 3, Ill.
Phone RAndolph 6470
Vice-Pres. in Charge.....Victor Norton
1257 Penobscot Bldg., Detroit 26, Mich.
Cadillac 3608
Manager .....Ian Smith
512 Equitable Bldg., Hollywood 28, Calif.
Hillside 8368
Manager.....John Swallow
Sun Life Bldg., Montreal, Quebec, Canada
Plateau 9939
Manager.....Jack Scanlon
Radio Accounts Placed—Borden Co., Kellog Co., Chesapeake & Ohio, Rock City Tobacco Co., Wesson Oil & Snowdrift Sales Co., Richard Hudnut, The American Fat Salvage Com.

•

KIESEWETTER, WETTERAU & BAKER, INC.

9 East 40th St., New York 16, N. Y.
Phone Lexington 2-0025
ABP—ANPA—APA—ABC
President.....H. M. Kiesewetter
Vice-Presidents.....Samm S. Baker, Rudolph Wetterau.
Acct. Execs.....Edward Chase, S. A. Finger, J. Fred Cross.
Science Dr.....Dr. Rolland Main
Time Buyer (Radio Dept.)....E. Thompson
Executives (Radio Dept.)...Samm S. Baker, S. A. Finger.
Radio & Tel Pro. (Radio Dept.).S. A. Finger, Edward Chase.
Radio Accounts Placed—Bathasweet Corp., Royal Lace Paper Corp., D. P. Harris Co. (Rollfast Products), Windsor Wax Co., Inc., Grana Watch Corp. of America.

•

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 3-9600
AAAA—ABP—ANPA—PPA—APA—NOAB
President .....Abbott Kimball
Radio & Television Departments
Vice-President.....Cecil H. Hackett
Time Buyer.....Miriam Traeger
Branch Offices
333 N. Michigan Ave., Chicago 1, Ill.
Phone Franklin 0673
Executive-in-Charge....E. Howard Claypoole
21 West 10th Street, Kansas City, Kans.
Phone Victor 1950
Executive-in-Charge .....David Mindlin
649 S. Olive St., Los Angeles 5, Calif.
Phone Trinity 7575
Executive-in-Charge .....Blaisdell Gates
155 Sansome St., San Francisco 4, Calif.
Phone Exbrook 3288
Executive-in-Charge .....Phillip Farnsworth
Radio Accounts Placed—Bonne Bell Inc., Hornblower & Weeks, Koret of Calif., Northam Warren (Peggy Sage, Odorono); Union Pharmaceutical Co. (Saraka); Mark Cross.

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KIRCHER, HELTON & COLLETT, INC.

321 West First St., Dayton 10, Ohio
Phone 2151
PPA—ABP—ANPA—AAAA—APA
President.....R. C. Kircher
Treasurer.....C. B. Helton
Secretary.....Robert Collett
Art Director.....Gustave Sigritz
Radio-Tele. Dir.....Herman Land

•

KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.
Phone CIrcle 6-3660
President-Radio Account Exec..A. A. Klinger
Secretary, Treas. & Acct. Exec.....E. French
Radio Accounts Placed—Madison Long Island Personal Loan Co., Bill Williams, Stanback Co., Ltd. (Metrop. area only).

•

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.
Phone, SUtter 6110
AAAA—APA—ABP
President.....James C. Knollin
Art Director.....Norman Erickson
Space Buyer.....Alice Springer
Account Executives.....Robert H. Knollin, Thomas J. McNamara, Wm. A. Dunkle, John L. Hansen.
Branch Office
530 W. 6th St., Los Angeles 14, Cal.
Phone, VAndike 4057

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KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
Minneapolis 2, Minn.
Phone Bridgeport 7701
AAAA—ABP—ANPA—APA—NOAB—PPA—ABC
President.....E. E. Sylvestre
Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. H. Sarles, Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford.
Secretary & Treasurer.....C. L. Greenwood
Radio Director.....Russell Neff
Dir. of Media.....K. P. Torgerson
Radio Program Production....H. K. Painter
Radio Script Editor.....E. B. Reeves
Dir. of Research.....Dr. A. R. Root
Dir. of Marketing.....Dr. A. C. Welch
Time Buyer.....K. P. Torgerson
Branch Office
415 Chanin Bldg., New York 17, N. Y.
Phone MUrray Hill 4-3982

625 Market St., San Francisco 5, Calif.
Phone SUtter 6744

Radio Account Placed — General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank.

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KOEHL, LANDIS & LANDAN, INC.

341 Madison Ave., New York 17, N. Y.
Phone, MUrray Hill 6-8860

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Vice-President.....John R. Landan

Branch Office

524 Guardian Bldg., Cleveland 14, Ohio
Phone Cherry 1539
Vice-Pres. & Sec.....A. A. Landis

•

MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tennessee
Phone 5-4343

ANPA—SNPA—NOAB—APA—
NAAN—ABP

President.....Ernest Lee
Vice-President.....Marshall Smith
Secretary.....Homer Gentry
Account Executive.....Martha Haynie
Account Executive.....Warren Billingsley
Account Executive.....John Ward
Account Executive.....Edmunda McGhee
Time Buyer.....Edmunda McGhee

•

KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-3200

NOAB—ABC—AAAA—ANPA—PPA—ABP
APA—BMB

President.....J. H. S. Ellis
Vice-Presidents.....E. J. Owens, Sam D. Fuson, Robert D. Stewart, Haywood Anderson, Schuyler Kudner.
Director of Radio.....Myron P. Kirk
Business Manager.....Gordon H. Mills
Radio & Tele Producer.....Wm. Templeton
Time Buyer.....Mary King

Branch Offices

215 Market St., San Francisco, Calif.
Phone Garfield 5433
Executive in Charge.....Lloyd Meyers

1370 Kapiolani Blvd., Honolulu 42, T. H.
Holst & Cummings, Ltd.

New Center Bldg., Detroit, Mich.
Phone Madison 5315
Executive in Charge.....Edward Shipper

Albee Bldg., Washington, D. C.
Phone National 5506
Executive in Charge.....Frank Getty

Radio Accounts Placed—Network: General Motors; Local: Benson & Hedges; National Spot: U. S. Tobacco.

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J. R. KUPSICK ADVERTISING AGENCY, INC.

122 East 42nd St., New York, N. Y.
Phone MUrray Hill 5-9145

ANPA—APA—PPA

President.....J. R. Kupsick
Vice President.....Saul Kampf
Radio Director.....Jerry Law
Space Buyer.....E. M. Fordsman

Radio Accounts Placed—Arco Publ. Co., Hecht Co., N. Y. Auto Exchange, Greiner Motor Sales, Maple Motors, Paul Kaskali, Cascade Laundry, United Institute of Aeronautics, Ben Marden's Riviera.

•

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Bldg., Memphis 3, Tenn.
Phone 5-1571

APA—ANPA—PPA—SNPA—ABP

President.....Avron Spiro
Secretary-Treasurer.....M. M. Shurman
Ex. Asst. Chg. Radio Dept. Opr., Hugh Murphy
Time Buyers.....Mrs. L. Simmons, Mrs. E. Cullison.

Radio Accounts Placed—Plough, Inc., The Piso Co., Pantaze Drug Stores.

•

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-3721

ANPA — PPA

President .....John L. Johnston
Executive V-P. .....Gordon Seagrove
V. P. General Manager.....Frank W. Mace

Radio Accounts Placed—Lambert Pharmacal Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

•

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
CI-7260

ONPA—ABP—NOAB—APA—PPA

President.....A. Wm. Landsheft
Secretary-Treasurer.....Vera H. Landsheft
Acct. Execs.....Henry L. Barber, Neil A. Gallagher
Production Manager.....E. T. Drullard
Office Manager.....R. Nitschke

Radio Dept.

Henry L. Barber, C. Corritore.

Radio Accounts Placed — Fairmont Creamery, Co., Kendall Refining Co., Liberty Bank of Buffalo, Loblaw Groceterias.

•

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579

AAAA—ANPA—PPA—NOAB—APA

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower
Vice President.....Richard P. Dodds
Vice Pres. Service Director..Martin J. Cohn
Radio Director.....A. B. Fisher

Radio Accounts Placed—Yellow Cab Co., Cleveland Browns, The Texas Co., Grand Home Appliance Co., Cleveland Transit System, Brewing Corp. of America, Miller-Becker Co., World Publishing Co.

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LA ROCHE & ELLIS, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711

OAAA—AAAA—ANPA—PPA—APA

Chairman.....Chester J. LaRoche
President.....Sherman K. Ellis
Executive V.P.....C. E. Staudinger
V.P. Chg. Copy.....Crane Haussamen
V.P. Chg. Media.....E. S. Pratt
V.P. Chg. Art.....Gene Davis
V.P. Chg. Mdse.....Ross Potter
V.P. Chg. Research.....D. E. Robinson
Dir. of Research.....Crawford Paton

Radio Dept.

Vice-President.....William R. Stuhler
Asst. to Mr. Stuhler.....Ellis Sard

Branch Office

141 W. Jackson Blvd., Chicago 4, Ill.
Phone Harrison 8612

V.P.....John F. Price

Radio Accounts Placed—Quaker Oats Co., Aunt Jemima Pancake Flour, Muffets, Pennsylvania Salt Co.

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LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone SUperior 0738

APA—ANPA—PPA—ABP

President.....A. M. Salomon
Account Executives.....Wendell Walker, M. H. Sellhorn
Production Manager.....D. L. Cuttie
Art Director.....H. Bolling

Radio Accounts Placed—Foley & Co., Imperial Credit Co.

•

AL PAUL LEFTON CO., INC.

1617 Penna. Blvd., Philadelphia 3, Pa.
Phone RIttenhouse 1500

ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
Vice-President & Treas.....H. S. Loucheim
Vice-Presidents.....G. W. Wolfsten, P. Brown
Acct. Executives.....T. A. Ballantyne, J. Jensen
Art Director.....H. Genske
Art Director.....A. R. Hillier
Space Buyer.....Edith Righter
Production Manager.....B. M. Harvison
Production Manager.....W. H. Austin
Radio Director.....S. Carl Mark
Radio Dept. Assts.....R. G. Browne, G. W. Wolfsten

Branch Offices

521 Fifth Ave., New York 17, N. Y.
Phone VAnderbilt 6-4340

Vice-Presidents.....R. J. Herts, M. S. Gladstone, R. J. Misch

435 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9511

V.P.-Manager.....E. G. Foreman, Jr.

Radio Accounts Placed — Atlantic City Racing Assn., Beneficial Management Corp. (California & Newark), Blaw-Knox Company, Boyle-Midway, Inc., Cedar Point Trotting Assn., Crawford Clothes, Inc., Dupli-Color Products Co., Empire City Racing Assn., Garden State Racing Assn., A. Goodman & Sons Inc., Goshen Mile Track Assn., Kurley Kate Corp., Loft Candy Corp., Marshall Drug Co., Inc., Martinson, Joseph, & Co., Meadow Brook Club, Metropolitan Jockey Club, Old Country Trotting Assn., Inc., Pal Blade Company, Inc., Phila. Electric Company, Phila. Suburban Transportation Co., Pilot Radio Corp., Rum & Maple Tobaco Corp., Sharpless Hendler Ice Cream, Shattuck, Frank G., Co., Spiegel, Inc., Stern, L. & H., Inc., Tickle, Arthur, Engineering Works, Inc., Triangle, Inc. (Daily Racing Form, Seventeen Magazine), Yellow Cab Co. of Phila. & Camden.

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LEIGHTON & NELSON

202 State St., Schenectady 5, N. Y.
Phone 6-4202

ABP — PPA — ANPA

Partners.....Winslow P. Leighton and George R. Nelson
Radio Director.....George R. Nelson
Copy Director.....Bob Cragin
Radio Assistant.....Cecil Woodland
Time Buyer.....Sybil Neher
Radio Producers....E. F. Flynn, R. S. Cragin
Television Producers....G. R. Nelson, E. F. Flynn

Radio Accounts Placed—Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Saratoga Vichy Springs Co., Rudolph Bros., D'Jimas Furs, Colonial Ice Cream Co., Union-Fern Furniture Chain, Hershey Beverage Co., Industrial Bank of Schenectady.

LENNEN & MITCHELL, INC.

17 East 45th St., New York 17, N. Y.
Phone MUrray Hill 2-9170

AAAA — ANPA — PPA — APA — NOAB

President.....P. W. Lennen
Exec. V.P. & Gen. Mgr.....Ray Vir Den
V.P. Chg. Radio.....Mann Holiner
Vice-Pres. & Secy.....Reginald Townsend
Vice-President.....Philip J. Kelly
Treasurer & Controller...Barron R. Proctor
New Business.....Porter Bibb
Associate Copy Chief.....William Todd
Radio Copy Chief.....Peter Keveson
V.P. Chg. Media.....Catherine V. Parker
Space Buyer.....Arthur U. Ude
V.P. Chg. Production.....Michael J. Madar
V.P. & Exec. Art Dir.....Hans Sauer
Art Consultant.....Clark Agnew
Art Directors.....John DeNero, Sanford Gerard
Radio Time Buyer.....Virginia Butler
Research Director.....Todd B. Franklin
Television Producers.....Mann Holiner, Ted E. Sherdeman

Branch Offices

308 N. Rodeo Dr., Beverly Hills, Calif.
Phone Crestview 1-7221

V.P. Chg. Radio.....Mann Holiner
Program Director.....Ted E. Sherdeman
Business Manager.....William L. Card

Radio Accounts Placed—American Car and Foundry Company, Cagney, William, Productions, Inc., Calvert Distillers Corp., Carstairs Distilling Co., Inc., Dell Publishing Co. (Modern Screen Magazine), Lehn & Fink Products Corporation, P. Lorillard Company, Maxson Food Systems, Inc., Jacob Ruppert Brewery, Scripps-Howard Newspapers, Swedish American Line, Tide Water Oil Company.

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TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver 3, Colorado
Phone CHerry 4521-2

ABP — ANPA — APA

President .....Ted Levy
Production Manager.....William Robertson

Radio Dept.

Radio Director.....Barbara D. Aiton

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A. W. LEWIN CO., INC.

40 East 49th St., New York 17, N. Y.
ELdorado 5-3545

AAAA—ABP—ANPA—PPA—APA

Partners.....A. W. Lewin, S. M. Weiss
Vice-President.....Max Green
Art Director.....Don Waterbury
Asst. Art Directors...Leslie Kay, Ed Almgren
Space Buyer.....H. H. Dyrsen, Jr.
Traffic Manager.....S. Levin
Auditor.....E. R. Bader
Acct. Executives.....John Herrmann, Louis Sobolof, William Irving, Archie Foster, S. B. Mandell, Maurice Marks

Branch Office

11 Commerce Street, Newark 2, N. J.
Mitchell 2-7244

Radio Accounts Placed—National Spot: Harvel Watches, June Dairy Products Co., Doggett Pfeil Co.

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ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235

ABP—ANPA—PPA—NOAB—APA

Owner.....Addison Lewis
Time Buyer.....Margie Anderson
Account Executives.....Edward Grubb, Harvey Kruse, J. A. Quint, Arthur Grove, Don Johnson

Radio Accounts Placed—Minneapolis-Honeywell.

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LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco 4, Calif.
Phone Sutter 7340

AAAA—ABP—ANPA—PPA—NOAB

General Partner.....Leon G. Livingston
General Partner.....W. C. Day
General Partner.....Robert E. Akey
Time Buyer.....Z. Samson

Branch Office

37 Wall St., New York 5, N. Y.
HAnover 2-0740

General Partner-Mgr.....E. B. Krough
Time Buyer.....M. Meighan

Radio Accounts Placed—Colgate-Palmolive-Peet (Peet's Granulated Soap), Nestle's Milk Products, Inc., Haas Bros., Morris Plan of California, Wells Fargo Bank & Union Trust Co., California & Hawaiian Sugar Refining Co.

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LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-8800

ANPA—PPA—NOAB—ABP—APA—ABC

President.....Laurence M. Lloyd
Vice-Pres. & Secty.....Charles F. Pietsch
Vice-Presidents.....Robert S. Hotz, Harvey N. Volkmar
Treasurer.....John J. Hagan
Art Director.....M. H. Kates
Production Manager.....William T. Kaleb

Radio Dept.

Radio Director-Producer.....Robert S. Hotz
Time Buyer.....John J. Hagan

•

LOCKWOOD - SHACKLEFORD ADVERTISING AGENCY

122 East 7th St., Los Angeles 14, Calif.
Phone Trinity 9801

ANPA—NOAB—APA

President.....M. W. Shackleford
Secretary-Treasurer....Russell N. Lockwood
Vice President.....Murray Chotiner
Director of Radio.....David R. Fenwick
Manager.....Lou Holzer
Radio Producers.....David R. Fenwick, Lou Holzer, Gene Herman, Robert M. Purcell.
Television Producer.....Lou Holzer

Branch Offices

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone Gladstone 6131

75 East Wacker Drive, Chicago 1, Ill.
Phone Franklin 4883

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-5412

Radio Accounts Placed — Los Angeles Brewing Co., Packard-Bell Co., Industrial Management Corp., Breakfast Club Coffee, Inc., Los Angeles Furniture Co., Kings X Flavor & Extract Co., Nutritional Research Products, Inc., McKay Jewelers, Mission Stove Co.

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LOGAN & ARNOLD

621 S. Hope St., Los Angeles, Calif.
Phone Trinity 8194

ANPA—AAAA—PPA—APA—ABP

Partner.....Dudley L. Logan
Partner.....J. C. Arnold

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THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606

ANPA—NOAB

President.....L. R. Wolfe
Director of Radio.....E. J. Sperry
Office Manager.....C. T. Sweeney
Supervisor of Syndicated Programs, Robert S. Graham
Hollywood Supervisor of Trans...Paul Quan

Radio Accounts Placed—Agency is a specialist in wholesale baker advertising, also "1996" service for radio stations.

•

EARLE LUDGIN & CO.

121 West Wacker Drive, Chicago 1, Ill.
Phone Andover 1888

ANPA — ABP — PPA — APA

Partners.....Earle Ludgin, V. R. Bliss, J. H. Caro, Montgomery N. McKinney, Edward Ernstein.
Radio Director.....V. R. Bliss

•

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197

ANPA—ABP—APA—NAAN

President.....J. F. Fellay
Trea. & Radio Time Buyer.....Jay J. Keith
Secretary.....Olga Rummel
Production Mgr.....E. M. Pippen

Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

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MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360

ANPA—PPA—ABP—APA—NOAB

President.....Hays MacFarland
V.P. & Gen. Mgr.....Allen B. Dicus
Vice-President.....M. A. Jennings
Secty-Treas.....L. Peters
Media Director.....M. C. Drake
Time Buyer.....M. C. Drake

Branch Office

10 Rockefeller Plaza, New York 20, N. Y.
CIrcle 6-2890

Exec. V.P.....A. E. Aveyard
Gen. Mgr.....George MacGovern
Time Buyer.....James Sheldon

Radio Accounts Placed—Network: Nat'l Board of Fire Underwriters; National Spot: Omar, Inc., Zenith Radio Corp., Jacques Mfg. Co., Ready Foods Canning Corp.

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MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321

CBA—CAAA—CRNA—CWNA—CNN & PA

President-General Manager..J. A. MacLaren
Vice President-Assistant General Manager.....E. V. Rechnitzer
V.P.-Ass't G. M.....James Ferres
Vice-President-Treasurer.....I. E. Reynolds
Secretary.....G. T. Scroggie

Radio Dept.

C. M. Pasmore, M. Rosenfeld, H. H. O'Connor, Hugh Horler V. D. L. Dyer

Branch Offices

410 Dominion Square Bldg.
Montreal, Que., Canada
Phone Plateau 9556
E. H. H. Smith, Nolin Trudeau

911 Electric Ry. Chambers,
Winnipeg, Man., Canada
Phone 26-622
Office Manager.....E. P. Thompson

305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268
Office Manager.....W. D. M. Patterson

Radio Accounts Placed—Network: Gillette Razor Co., Imperial Oil, Ltd., Tuckett, Ltd., Peoples Credit Jewellers, S. F. Lawrason Co., Dalglish (Ont.) Ltd.; National Spot: Norma Electric, Frederick Stearns & Co., Trimz Co. of Canada, Ltd., Henry W. Wampole & Co., Ltd., Bulova Watch Co., Peoples Credit Jewellers, Tuckett, Ltd.

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MAKELIM ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone STate 5764

ANPA—ABP

Pres. & Treas.....Hal R. Makelim
Asst. Treas.....Lillian Nelson
V.P.-Planning Board.....Edwin B. Self
Art Dir.-Prod. Mgr.....Edward C. Rohrs
Secy., Asst. Time & Space Buyer,
M. C. Newman
Dir. Public Relations..Richard M. Canning
Acct. Executives.....Hal R. Makelim,
Milton C. Neil, Edwin B. Self, Arthur
W. Turner, Richard M. Canning

Branch Offices

20 Cortlandt St., New York 7, N. Y.
Phone COrtlandt 7-3813

Pres. & Treas.....Hal R. Makelim
Vice Pres.....Arthur W. Turner

9176 Sunset Blvd., Hollywood 46, Calif.
Phone CRestview 6-3103

Pres. & Treas.....Hal R. Makelim
Vice-Pres.-Planning Board....Edwin B. Self
Vice-Pres.....Milton C. Neil
Production.....Anthony J. Strobl
Dir. Pub. Relations.....Richard M. Canning
Publicity-Radio Dept.....A. C. Bernstein

Radio Accounts Placed—Albro Metal Products Co., American Musical Products Co., Andersen's Ready to Serve Frozen Foods, The Baico Plan, Bert Green Clothiers, Bev Company of America, Case-Swayne Packing Co., Cavadel Industries, DeLuxe Record Co., Florsheim Shoe Co., Great Eastern Fire Ins. Co., Gum Laboratories, Inc., Heat Exchanger Engineering, Inc., Holton & Adams, McGlynn Hays & Co., Memo Products Co., Oak Ridge Antenna Co., Para Equipment Co., Seely Carlton House, Socialite Cosmetics, Inc., Sweets Laboratories, Inc., Valley Inn, Video Television Co.

MALCOLM - HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago 4, Ill.
Phone Webster 2110

ABP—ANPA—PPA—APA

Owner-Chief Account Executive.....
Arthur M. Holland
Account Executive.....H. A. Barkun
Account Executive.....M. G. Holland

Radio Dept.

Radio Director.....Arthur M. Holland
Producers....Ray Freedman, Allan Sweetow
Writers.....Ruth Hudson,
Nikki Kaye, Denise Howard

Radio Accounts Placed—Dad's Root Beer, Cimino Wines, Chicago Horse Show, Chicago Daily Times, Rubin's Apparel, Hollands Jewelry, Newart's, Chicago Coliseum, Armory, Arcadia Gardens, Fiji-Oil Shampoo, Joy Candies, General Shows (Sports), Keeley Beer, Wrigley Field Rodeo, Belmont Rugs, Miller-Hart, Packers, 6-Day Bike Race.

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DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston 16, Mass.
Phone Liberty 1421-2-3

ANPA—ABP—PPA—APA—NOAB

Owner .....David Malkiel
Production Manager.....Richard Brugman
Radio Director.....Harry Kadis
Art Director.....Harry Lawrence
Asst. Art Dir.....Al Meahn
Secretary.....Martha Brest
Acct. Executives.....Martin Kadis,
Harry Weinbaum, Sydney Berenson
Checking Dept.....Ronnie Glick
Statistical Dept.....Bernice Greenberg

Radio Accounts Placed—Paramount Baking C., Steuben's Restaurant, Canadian Ace Ale, Serta-White Cross Co., Lithuanian Society, Royal Crown Cola, Monastery Wines, Belmont Furn., Richard Clothes, Inc., Clearweave Hosiery.

•

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Ave., Minneapolis 2, Minn.
Phone GEneva 9619

APA

Account Executive.....D. P. Nathanson
Account Executive.....Meyer Gold
Account Executive.....Jean Hadley
Account Executive.....Bruce Sielaff

Radio Dept.

Radio Director.....D. P. Nathanson
Time Buyer.....Jean Hadley
Talent Buyer.....Bruce Sielaff

Producers.....D. P. Nathanson, Jean Hadley

Television Dept.

Director.....D. P. Nathanson

Radio Accounts Placed—Red Devil Soot Remover, Snyder's Drug Stores, Janney Best Paints, Pfunder's Tablets, Char-Tex.

•

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VAnderbilt 6-2022

ANPA—PPA—ABP—APA—AAAA—NOAB

Partners.....Harry C. Marschalk, G. A. Poetschke, S. H. Giellerup, S. L. Meulendyke
Director of Radio.....Curt Peterson
Asst. to Dir.....E. J. Whitehead
Television Director.....John R. Allen

Radio Account Placed—Standard Oil Co. of N. J., The Esmond Mills, Inc., Metal Textile Corp., *Television Accounts Placed*—Standard Oil Co. of N. J.

•

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-7450

ABP—ANPA—PPA—SNPA

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary.....Carle Rollins
Vice-Presidents.....Lester Loh, Wilfred S. King, W. T. Okie.
Director of Radio.....John Bates
Time Buyer.....Edna Cathcart

Radio Accounts Placed — Ludens, Inc., Canada Dry Ginger Ale & Spur, International Salt Co., Pure Foods (Herbox), Pan-American Coffee Bureau, Burlington Mills, Dura-Gloss.

•

JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 3, R. I.
Phone GAspee 4456-7

ABP—ANPA

President.....Joseph M. Finkle
Vice-Pres.....Archie M. Finkle
Treasurer.....Bruno Schnabel
Copy Chief.....John Rigor
Time Buyer.....Joseph M. Finkle
Radio Director.....Archie M. Finkle

Radio Accounts Placed—Candy Mart Stores, Inc., Eclipse Food Products Corp., National Glass Co., Shiloh Bottling Co., Apex Tire, Inc., Berry Clothing Co., Eastern Scientific Co., Lincoln Trust Co., Low Supply Co., Progress Ice Cream Co., I.C.T. Bus Co., Stadium Motor Sales Co., Continental Importing Co., Cranston Loan Co., Fain's, Inc., Charles T. Heilborn Shoe Co., Union Street Railway Co.

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
Phone Fitzroy 5710

President.....Lou R. Maxon
Vice-President.....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio-Television Dept.....Ed Wilhelm, P. Pumphrey (N. Y. Office)

Branch Offices

570 Lexington Ave., New York 22, N. Y.
Phone Eldorado 5-2930
Vice-President In Charge.....Hugh McKay
919 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 3536
Vice-President.....L. J. Sholty

Radio Accounts Placed — Gillette Safety Razor Co.

•

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 15, Calif.
Phone PRospect 0101

NOAB—ANPA—FAAG—APA

Principals.....Henry Mayers, J. R. Mayers, Arthur Mayers
Radio Director.....J. C. McCormick
Writer-Producer.....Dal Williams

Radio Accounts Placed—Southern California Telephone Co., Fifth Street Store, Rose Peanut Butter, Grand Central Market, Pennzoil Co., Hendan Shirts, Hoffman Candy Co., Muller Bros., Sears, Roebuck & Co., Firestone Stores, California Bank, Coulter's.

•

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-7000

AAAA—ANPA—PPA—ABP—NOAB—ABC

President.....H. K. McCann
Chairman of Exec. Comm..Harrison Atwood
Exec. Vice-Pres.....Carl B. Robbins
Vice-Pres. and Manager of New York Office.....L. S. Briggs
Vice-Presidents (N.Y.)..Harrison Atwood, R. M. Alderman, J. L. Deane, L. E. Firth, Edward B. Graham, Marion Harper, Jr., C. A. Hoppock, Daniel W. Keefe, Howard Korman, Myron Lechner, E. D. Madden, J. J. McCarthy, W. E. McKeachie, H. A. Mitchell, C. A. Posey, R. W. St. Hill, John H. Tinker, Jr., R. E. Thompson, E. F. Wilson.
Secretary-Treas.....John L. Anderson
Vice-President in charge of Research, Marion Harper, Jr.

(*Radio Executives*)

Vice-President in charge of Radio, Lloyd O. Coulter
Executive Assistant to L. O. Coulter, Lawson Paynter
Vice-President in charge of Programs, Russ Johnston

Senior Producers....Dorothy B. McCann, Neil Reagan, Glan Heisch
Director of Time Buying and Station Relations.....William C. Dekker
Director of Radio Copy..William A. Franchy

Branch Offices

Chicago Office
910 South Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President-Manager...Homer Havermale
Vice-Presidents.....John Jameson, Walter C. Krause, A. W. Sherer, H. G. Smith, Sidney A. Wells

Cleveland Office
1300 Guardian Building, Cleveland 14, Ohio
Phone Cherry 3490
Vice-President-Manager.....A. A. Sommer

Detroit Office
2280 Penobscot Building, Detroit 26, Mich.
Phone Randolph 9710
Vice-President-Manager.....D. C. Hight

Hollywood Office
6331 Hollywood Blvd., Hollywood 23, Calif.
Phone Hillside 8268
Manager .....August Bruhn
Production Dir.....Neil Reagan

Los Angeles Office
448 South Hill Street, Los Angeles, Calif.
Phone Mutual 1181
Vice-President-Manager.....Burt Cochran

Minneapolis Office
1000 Hodgson Building, Minneapolis 1, Minn.
Phone Bridgeport 6801
Vice-President-Manager.....Jackson Taylor
Vice-Presidents.....Victor Lowrie, John Pidgeon

San Francisco Office
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President-Manager.....H. Q. Hawes
Vice-Presidents.....M. S. Achenbach, Roswell Mochran, Clarence Hestorff, F. H. McCrea, Robins Milbank, C. F. Ohliger, C. E. Parsons

Portland Office
1308 Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Manager.....R. B. Calkins

Boston Office
31 St. James Ave., Boston 16, Mass.
Phone Liberty 5468
Vice-President-Manager Watson M. Gordon

Radio Accounts Placed—New York: Chesebrough Mfg. Co., Columbia Recording Corp., Fawcett Publications, Inc., Gruen Watch Co., National Biscuit Co., Pacific Coast Borax Co., Pearson Pharmacal Co., Pharma-Craft Co., Stromberg-Carlson Co., Stanco, Inc., Westinghouse Electric Corp.

Chicago: International Harvester Co., Standard Oil Co. of Nebraska, Standard Oil Co. of Indiana, Milk Foundation, Inc., Swift & Co. (Brookfield Division).

Cleveland: Leisy Brewing Co., Richman Bros. Co., Standard Oil Co. of Ohio.

Detroit: Tivoli Brewing Co.

Los Angeles: Globe Mills Co., Southern California Gas Co., Southern Counties Gas Co.

Minneapolis: Pillsbury Flour Mills Co., Twin City Federal Savings & Loan Assn., Gluck Brewing Co.

Portland, Oregon: Northwestern Electric Co., Pacific Power & Light Co., Portland Gas & Coke Co.

San Francisco: Anglo California National Bank of San Francisco, Associated Dental Supply Co., California Packing Corp., California Walnut Growers Assn., Harold H. Clapp, Inc., Dwight Edwards Co., General Brewing Corp., Hale Bros. Stores, Inc., Londonderry, Safeway Stores, Inc. (Coldstream Products Division).

Boston: John Hancock Mutual Life Insurance Co.

•

R. E. McCARTHY ADVERTISING AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone M-2323
PANY—SNPA—PPA

President.....R. E. McCarthy
Secretary.....M. C. Benito
Treasurer.....Louis Benito
Time Buyer:.....R. E. McCarthy
Radio Producers.....R. E. McCarthy, G. Carlton Fuchs, Richard W. Marsh

Radio Accounts Placed—Southern Brewing Co., Peninsular Telephone Co., Pioneer Tire Co., W. S. Badcock Corp., Borden's Dairy.

•

McJUNKIN ADVERTISING CO.

228 N. LaSalle St., Chicago 1, Ill.
Phone State 5060
AAAA—ANPA—PPA—NOAB—APA—ABC

President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland, Leroy A. Kling, Willard E. Stevens
Manager, Radio Dept.....Robert V. Suerth

Radio Accounts Placed—Chef Boy-Ar-Dee Quality Foods, Inc., Carey Salt Co., Schulze and Burch Biscuit Co., Comfort Manufacturing Co.

•

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
Phone Locust 7-4737
ANPA—PPA—APA—OAAA

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director,
James A. McFadden
Radio Producer.....Robert L. Redd
Time Buyer.....Evelyn Walmsley
Vice-President-Merchandising,
Howard H. Yaw
Secretary.....T. E. Libby
Radio Director.....James A. McFadden
Time Buyer.....Evelyn Walmsley
Radio Producer.....Robert L. Redd

Branch Office

1428 RCA Bldg., New York 20, N. Y.
Phone COlumbus 5-2058

715 Equitable Bldg., Hollywood 28, Calif.
Phone Hollywood 8363

Producer.....Robert L. Redd

Radio Accounts Placed—Sealtest, Inc., Western Maryland Dairy, Southern Dairies, Chestnut Farms-Chevy Chase Dairy, Breyer Ice Cream Company, Quaker City Choc. & Conf. Co., Inc., Philadelphia & Reading Coal and Iron Co., Moglias Ice Cream, Pratt Food Co.

•

McKIM ADVERTISING LIMITED

1010 St. Catherine St. W., Montreal, Que., Can.
Phone Lancaster 5192

ANPA—APA

President.....Major James M. Baxter
Radio Director.....E. W. Brodie
Secretary-Treasurer.....J. W. Thain

Branch Offices

320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351

Manager.....Major James M. Baxter

Paris Bldg., Winnipeg, Man., Canada

Manager.....A. A. Brown

514 Province Bldg.,
Vancouver, B. C., Canada

Manager.....H. S. Watson

376 Strand, W. C. 2, London, England

Manager.....Ian Wallace

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MELAMED-HOBBS, INC.

400 Second Ave. So., Minneapolis 1, Minn.
Phone Bridgeport 1225

ABP—ANPA—PPA—OAAA—NOAB—SAA

President-Treasurer.....Louis Melamed
Secretary.....M. O. Gooder
Acct. Execs.....Ralph W. Hobbs,
Lorne R. Moodie, R. S. Nelson
Time Buyer.....Frank Johns
Radio Producer.....Paul A. Sevareid

Branch Offices

E-906 First National Bank Bldg., St. Paul 1, Minn.
Phone Garfield 7662

Manager.....E. T. Holmgren

333 N. Michigan Ave., Chicago 1, Ill.
Phone State 9522

Manager.....H. C. Lewis

Radio Accounts Placed—Chocolate Products Co., Conrad Fur Company, Good Foods, Inc., Griggs Cooper & Co., Hilex Company, Kuehn-Pearson Company, Lan-O-Sheen, Inc., Minnesota Farm Bureau Federation, Minnesota Farm Bureau Service Co., Milk Foundation of Minnesota, Minnesota State Federation of Labor, Montgomery Ward & Co., Regan Bros. Company, Sanitary Food Mfg. Co.

•

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 1, Ill.
Phone Delaware 7860

ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff
Financial Manager.....J. H. Hildebrandt
Director of Radio.....Kenneth L. Robinson
Radio Space Buyer.....Annette Kennelly
Copy Chief.....M. E. Chon
Acct. Executives.....R. J. Rosenthal,
John Lemmon, Mark Aisner, George Taylor, Louis Bass, R. M. Singer, Jr., Alfred P. Beacom, Jr.
Television Producer...Kenneth L. Robinson

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
Phone Marquette 3144

Manager.....George Grabin

Radio Accounts Placed—Wm. Wrigley Jr. Co., Illinois Meat Co., Balm Barr, Krank's Shave Kreem, Mutual Benefit Health & Accident Assn. of Omaha, Whiz & Pecan Pete Candy Bars, Lotshaw Body Rub.

•

C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-1010

ANPA—PPA—APA—NOAB

President.....C. L. Miller
Sec'y & Ass't Treasurer-Radio Director
George Carhart

Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640

Manager.....I. M. Tuteur

Radio Accounts Placed—Corn Products Refining Co., Curtis Candy Co., Keeley Brewing Co., Cooter Brokerage Co., Gordon Baking Co., Peter Pan Baking Co., Dr. Swett's Root Beer Co.

•

DAN B. MINER CO.

250 Chamber of Commerce Bldg.
Los Angeles 15, Calif.
Phone Richmond 3101

AAAA — ANPA — ABP — NOAB
CAN—APA—PPA—ABC

President.....Dan B. Miner

Vice-Presidents.....John C. Morse, Alfred Rooney, I. M. Greer
Secretary-Treasurer.....M. R. Sweeny
Account Executive....Daniel W. Layman, Jr.
Radio Director.....B. B. Struble
Radio Copy.....Sam Godfrey
Time Buyer.....Marie Mazzulla

Branch Offices

(Affiliated with Continental Agency Network)

Radio Accounts Placed — Forest Lawn Memorial Park, Weber's Bread, Wilshire Oil Co., Dolly Madison Cakes, Log Cabin Breads, Forest Lawn Life Insurance, Coast-Currie's Ice Cream, Los Angeles Transit Lines, Dr. Ross Dog Food, Solar Aircraft Co., Storycrafter's Guild, Tepco Corp.

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EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone, COlumbus 5-2482
ABP—ANPA—PPA

President.....Emil Mogul
Executive Vice-President.Charles Rothschild
Asst. to President.....Lester Loeb
Copy Chief.....Myron Mahler
Research Director.....Horace Schwerin
Creative Head.....Sidney Senzer
Space Buyer.....Jack Szerlip
Production Manager.....Joseph Tremarco
Art Director.....Robert Wilson

Radio Dept.

Radio Director.....Emil Mogul
Program Director.....Sydney Rubin
Time Buyer.....Helene Munroe
Television Production.....Lester Loeb

Radio Accounts Placed—Barney's, National Shoes, Sterling, Inc., Napa Valley Grape Prod., Ronzoni Macaroni, Gem Oil, Inkograph, Inc., Adler Shoes, Esquire Boot Polish, O. D. Wonder Wash, French Kettle Onion Soup. *Television Accounts Placed*—Adler Shoes.

•

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio
PArkway 1178
PPA — ABP — ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
Radio Director.....Carl Press

Radio Accounts Placed—Rainbo Baking Co., Coney Island Amusement Co., Coca-Cola Bottling Co., Adam Wuest (Mattresses), Cincinnati Times-Star.

•

RAYMOND R. MORGAN CO.

6362 Hollywood Blvd., Hollywood 28, Calif.
Phone Hempstead 4194
ANPA—PPA—APA—NOAB

President.....Raymond R. Morgan
Executive Vice-President.....R. C. Temple
Radio Director.....James C. Morgan

Branch Offices

704 Loew's Warfield Bldg., 988 Market St., San Francisco, Calif.
Phone Greystone 2851
Manager.....Porter F. Anderson

Affiliate

Goodkind, Joice & Morgan
Palmolive Bldg., Chicago 1, Ill.
Phone Superior 6747
Representatives.....M. Lewis Goodkind, Clyde Joice

Radio Accounts Placed—J. A. Folger & Co., Kerr Glass Mfg. Co., Planters Nut & Chocolate Co., Los Angeles Soap Co., Samuel B. McKee.

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MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone MUrray Hill 7-7200
PPA

Chairman of the Board.....Allan T. Preyer
President.....Mansfield F. House
Vice-President & Creative Dir., A. R. Beverley-Giddings
Treasurer.....M. K. Burckett
Dir. of Media.....Herbert G. Selby
Exec. Art Dir.....A. K. Burwinkle
Mechanical Prod. Mgr.....E. H. Puletz
Director of Marketing.....L. E. Pickett
Copy Chief.....J. D. Lucas
Art Director.....J. J. Misley
Export Media Director.....Aurora Blando
Account Execs.....H. G. Selby, Emory Ward, E. R. Korth, L. Wisser, H. Woodworth, M. K. Burckett

Radio Dept.

Manager.....Chester C. Slaybaugh
Time Buyer.....Morton G. Bassett
Dir. of Radio Prod.....John T. Mitchell

Radio Accounts Placed—Vick Chemical Co., Prince Matchabelli, Inc., Alfred D. McKelvy Co., The Sofskin Co., John G. Paton Co., Inc.

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MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
Phone, MUrray Hill 2-2651
PPA—APA

Partner.....Rose Moselle
Partner.....Henry Eisen
Prod. Mgr.....Bernard Segaloff
Art Director.....Frederick H. Cassens
Radio & Publicity.....Miss Margo

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 7-7377-8

ABP—PANY—APA—ANPA

Partner.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Production Head.....I. Stephen Simon
Art Director.....Richard W. Bridges

Radio Accounts Placed—Harman Watch Co., Ybry Perfumes.

•

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141

ABP—ANPA—PPA—NOAB—APA

Pres. & Treas.....A. S. Cotins
Vice-President.....James N. Brown
Vice-President.....Hugo W. Glaser
Vice-Pres.-Art Director....A. M. Huntington
Secretary.....Lyle B. Reigler
Space Buyer.....Miss L. B. Mang
Production Managers.....Frederick Michel, C. W. Gibson

Branch Office

420 Lexington Ave., New York 17, N. Y.

Radio Accounts Placed—West End Brewing Co.

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NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 9-6835

President.....Paul Kruming
Vice-President.....Thomas W. Hughes
Treasurer.....Frank Neuhauser
Time Buyer.....J. J. Cueto

Associate Offices In:

Cuba, Mexico, Venezuela, Colombia, Brazil, Argentina, South Africa, India, Chile, Sweden, New Zealand, Australia

Radio Accounts Placed—Carter Products, Inc., H. J. Heinz Co., Lambert Pro-Phy-Lac-Tic, Lever Bros. Co., Quaker Oats Co., Wm. R. Warner Co.

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NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151

AAAA—ANPA—PPA—NOAB—APA—ABC—BMB—ABP

President.....Maurice H. Needham
Vice-Presidents.....John J. Louis, Melvyn Brorby, W. Raymond Fowler, Harry E. Phelps, William D. Horne, William P. Bager, William R. Kinnaird, William H. Ohle
Vice-President, Media & Markets Otto R. Stadelman
Vice-President, Research.....Keo Currie
Secretary-Treasurer.....Max D. Anwyl
Radio Director, Chicago Office..Alan Wallace
Radio Manager-Producer, Hollywood Office .....Frank Pittman
Prod.-Dir., Hollywood Office.....Frances Van Hartesveldt
Spot Time Buyer.....Jane McKendry

Branch Office

1680 North Vine St., Hollywood 28, Calif.
Phone Granite 7186

Manager.....Frank Pittman

Radio Accounts Placed: Kraft Food Co. (The Great Gildersleeve), S. C. Johnson & Son, Inc. (Fibber McGee and Molly), Swift & Co. (Swift's Cleanser), Wieboldt Stores, Inc. (Local), Derby Foods, Inc. (Sky King), Swift & Co., (Swift's Ice Cream—Spot).

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NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 7-4230

President.....William Rogow
Acct. Exec.-Time Buyer.....William Rogow
Copy Chief.....Stewart P. Brown
Personnel Director.....Harriet Barnett

Radio Accounts Placed—Melville Shoe Corp., Sears Roebuck & Co., Joseph Martinson & Co., Ruby Lane Stores, J. W. Beardsley's & Sons, Filtrex Co., Inc.

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NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone AShland 4-4900

AAAA — ANPA — PPA — ABP — PRB — NOAB—SAAA—SNPA

Partners.....Clarence D. Newell, William Reydel, John P. Cunningham, Frank Donshea, C. S. Walsh, R. L. Strobridge, F. H. Walsh, G. S. Fowler, T. J. Maloney
Radio Director.....Blayne Butcher
Time Buyer.....Newman McEvoy

Radio Accounts Placed—Liggett & Myers Tobacco Co. (Chesterfields), Loose-Wiles Biscuit Co., Pepsi-Cola Co., Beech-Nut Packing Co., Economics Laboratories, Kirkman's Soap, Sherwin Williams.

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THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.
Phone Lexington 7155

AAAA—ANPA—ABP—NOAB—PPA

President.....Theodore A. Newhoff
Vice-President.....Marx S. Kaufman
Secy.-Treas.....R. M. Newhoff

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NEWMAN, LYNDE & ASSOCIATES, INC.

(Formerly Associated Advertising Agency, Inc.)

400 Florida National Bank Bldg.,
Jacksonville 2, Fla.
Phone 3-1253

ABP—ANPA—SNPA—NOAB—FAAC—APA

President.....M. T. Newman
Executive Vice-President.....Hunter Lynde
Vice-President.....Gordon Stewart
Radio Director.....Mary R. Miller
Acct. Execs.....Richard Barrett,
Charles Gressle, Milton Smith

Radio Accounts Placed—Foremost Dairies, JAX Brewing Co., E. B. Malone Co.

•

OLIAN ADVERTISING CO.

411 North 7th St., St. Louis 1, Mo.
Phone Central 8380-1-2-3

ANPA—PPA—NOAB—ABP—OAAA

Partner.....Irwin A. Olian
Vice-President.....Harold A. Thomas
Vice-President.....J. Walter Goldstein
Radio Director.....Julian Miller
Radio Time Buyer....Margaret Hart Nelson
Radio Producer.....Clarke Brown

Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.
Phone State 3381

Vice-Presidents.....I. J. Wagner,
M. H. Bronner

1440 Broadway, New York 18, N. Y.
Phone BRyant 9-4125

Manager.....Harold Kaye

Radio Accounts Placed—Lewis-Howe Co., General Grocer Co., Confections, Inc., Bisceglia Brothers Wine Co., John G. Ayars Co., Eagle Stamp Co., Columbia Brewing Co., Horlacher Brewing Co., Atlas Brewing Co., Cardinal Diamond Ring Company, Western United Dairy, Hardy Salt Co., Alton Boxboard Co., Brach Candy Co., Gettleman Brewing Co., Greater N. Y. Industries, Portis Hat Co., Edison Bros. Shoe Co.

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ROBERT W. ORR & ASSOCIATES, INC.

270 Park Ave., New York 17, N. Y.
Phone PLaza 9-8050

ANPA

President.....Robert W. Orr
Vice-Presidents .....Eldon Sullivan,
Chester T. Birch, Arkady Leokum,
Arthur Livingston, Jacques Zuccaire
Secretary .....Martha Huhta
Treasurer.....Chauncey C. Seedorf
Radio Director.....John Hoagland
Radio Producer.....Richard Diggs

Branch Office

10289 Bannockburn Dr., Los Angeles, Calif.
Phone Ardmore 8-0454

Executive in Chg.....Richard Diggs

Radio Accounts Placed—Woodbury (Louella Parsons Program), Jergens (Walter Winchell).

•

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone PLaza 8-2400

ABP—ANPA—PPA—NOAB—APA

President.....John H. Owen
Executive Vice-President...Charles Chappell
Vice-President, Radio & Television
David Hale Halpern
Vice-President.....Walter R. Greenlee
Director of Media.....Marc Seixas
Time Buyer.....Don Scandlin

Radio Accounts Placed—National Brewing Co. (Baltimore), American Transit Assoc., Robinson Lloyds, Ltd., Browne Vintners, Inc.

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MERRITT OWENS ADVERTISING AGENCY, INC.

301 Bennett Bldg., Kansas City 10, Kans.
Phone Dr. 7250

ABP—ANPA—APA—PPA

Pres. & Acct. Exec.....Merritt Owens
V.P. & Acct. Exec.....John J. Goetz
Account Exec.-Production Mgr.
C. Arthur Smith
Acct. Exec.....R. Grant Neds
Art Director.....Irene Irvin
Radio Dir. & Acct. Exec.....James Coy

Radio Accounts Placed—Interstate Moving & Storage, Junge Biscuit Co., Hall Stationery Co., Feld Chevrolet Co., Diamant's, Nourse Oil Co.

•

THE FRANK OXARART CO.

659 So. Rampart Blvd., Los Angeles 5, Calif.
Phone Exposition 4191

President.....Frank Oxarart
Exec. Vice-Pres.....James P. Shelley
Vice-President.....W. W. Harvey
Research & Media Dir.....William Larkin
Indus. Pub. Rel. Dir....Caroline E. Robbins

Radio Accounts Placed—Robt. Smith Mfg. Co. (Nylon Dip), Soil-Off Mfg. Co. (Soil-Off), Armor Laboratories, Inc. (Armor Coat), Caltone Corp. (Big 5, Drop-O-Lemon, Caltone brand juices).

•

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone Eliot 1401

ANPA—AAAA—NOAB—PPA—APA—CAN

President.....Wm. H. Horsley

Radio Director.....Trevor Evans
Secretary.....H. O. Stone
Radio Time Buyer.....G. M. Nyman
Radio Producer.....Peter Lyman

Branch Office

Spalding Bldg., Portland 4, Ore.
Phone ATwater 4339

Manager.....Mrs. Ruth Foland

Radio Accounts Placed—Fisher Flouring Mills Co., Kirsten Pipe Co., Washington Co-op Farmers Assoc. (Lynden), Northwest Cherry Bureau, Assoc. Apricot Marketers, Seattle-First National Bank, Johnson & Sons (Funeral Directors), Lang & Co. (Lang's Nuts and Reliance Coffee), Cedergreen Frozen Pack Corp.

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PEARSON ADVT. AGENCY, INC.

50 East 42nd St., New York 17, N. Y.
VAnderbilt 6-0029

PPA

Pres. & Treas.....C. H. Pearson
Gen. & Prod. Mgr.....Harold E. Kranz

Radio Accounts Placed — Cooper Razor Blade Co.

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PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-0900

ABP—ANPA—PPA—OAAA—NOAB—APA

President.....Harry Peck
V.P. & Secretary.....Harry Krawit
V.P. & Gen. Mgr.....Walter Schwartz
V.P. & Treas.....S. D. Hesse
Vice-President.....Sanford L. Hirschberg
Director of Radio-Television
Arthur Sinsheimer

Branch Office

8511 Sunset Blvd., Los Angeles 46, Calif.
Phone Crestview 6-7277

Manager.....Arthur J. Daly

Radio Accounts Placed—Beverwyck Breweries, Inc., Consolidated Tea Co., Krasne Bros., Old Dutch Mills, Inc., Pando & Co., Parker Watch Co., Templetone Radio Co., Inc., Durex Blade Co., Inc., Fruit of the South.

•

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500

AAAA—ANPA—PPA—ABP—NOAB
APA—ABC—BMB

President.....Thomas L. L. Ryan
Vice-President.....Harold B. Thomas
Vice-President.....E. G. Sisson, Jr.
Vice-President.....Ernest P. Zobian
Treasurer.....Harold B. Thomas
Secretary.....H. C. Sutherland
Assistant Treasurer.....W. F. Cantrell
Media Director.....T. C. Fisher
Dir. of Radio.....E. G. Sisson, Jr.
Radio Copy Chief.....Cyril J. Mullen
Time Buyer.....Mary Dunlavey
Radio Producers.....Elizabeth C. Shay, William Barrett

Branch Office

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Hollywood 5354

Manager.....Karl W. Schullinger

Radio Accounts Placed—Sterling Drug (Ironized Yeast), Procter & Gamble (Camay, Chipso, Dash).

•

R. C. PHARES ADVERTISING AGENCY

231 Lyon Bldg., Seattle 1, Wash.
Phone Seneca 4880

President.....R. C. Phares
Acct. Manager.....R. V. Underhill
Radio Director.....Bob Davies
Radio Producer.....Jerry McCumber

Branch Office

1719 Roxbury, Seattle, Wash.
Phone West 6535

Manager.....Verne Underhill

Radio Accounts Placed—Playland, So. Seattle Land, Gibson Camera Stores, Miller's Appliances, Dally Construction, Casimer Cleansers, Arthur A. Wright & Sons Mortuary, A.B.C. Electric, Seattle Photo Service, Rudy's Food Center, Orin's Locker Market, Dallas-Underwood Firestone Stores, Prefabricated Products Co., Sunderland-Kelly Realty, Evansvale Market, Lake Quinault Hotel, Lochaerie Lodge, Viewlands Fuel, Pro Boxing Club, Pro Basbet-ball Club, Spring Ice Carnival, Eddie Bauer's Sport Shop, Cliff's Shoe Service, Dalco Pre-cut Lumber Co.

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PITLUK ADVERTISING AGENCY

2200 Alamo National Bank Bldg.
San Antonio 5, Texas
Phone Garfield 7268

ABP—ANPA—PPA—SAAA
SNPA—NOAB—APA

Owner.....Jack N. Pitluk
Asst. Radio Dir.....Stanley Nelson
Asst. Radio Dir.....Rena Lynn

•

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 4433

ABP—NOAB—ANPA—PPA—OAAA

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury, C. C. Tucker, E. A. Warner, C. L. Robinson
Secretary-Treasurer.....Jerry McKee
Radio Dept.....Connie Joan Connor, Janice Eastland

POTTS-TURNBULL ADVERTISING CO.

912 Baltimore Ave., Kansas City 6, Mo.
Phone Victor 9400

ANPA — PPA — APA — NOAB — ABP

President .....W. J. Krebs
V-P.-Production Mgr.....D. E. Dexter
Secretary .....G. F. Magill
Treasurer .....E. T. Chester
Time Buyer.....B. G. Wasser
Radio Director.....N. P. Rowe

•

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone GArfield 6490

President.....George L. Prater
Vice-President.....Harold R. Buschhorn
Radio Director.....Ray D. Williams
Radio Accounts Placed—Claussner Hosiery Co., Falls City Brewing Co., Inc., Merit Clothing Co., Moniteau Mills.

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RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332

President.....Michael A. Fiore
V.P. & Treas.....B. V. Fiore
Secretary.....S. Chasnoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio Director.....Albert A. Fiore
Acct. Exec.....B. Wilman
Radio Accounts Placed—Melody Club, Union City, N. J., Night Club; China Clipper, Inc., N. Y. and Jersey City, Restaurants; Plaza Tea Garden, Jersey City, N. J., Restaurant; Non-Sectarian Church, Inc., York, Pa.; Evangelistic; Radio Church, York, Pa., Evangelistic, Prophetic Testimony of Philadelphia, Phila., Pa., Evangelistic; Watchung Lake, Inc., North Plainfield, N. J., Resort; Casino Beach & Pool, N. Long Branch, N. J., Resort; Freehold Raceways, Freehold, N. J., Trotting Races; D. Wolff & Co., Newark, N. J., Clothing; Paragon Products, Inc., South Amboy, N. J., Terra Cotta.

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SAYRE M. RAMSDELL ASSOC., INC.

3701 N. Broad St., Philadelphia 40, Pa.
Phone Radcliff 1900

ANPA—PPA

President.....S. M. Ramsdell
Exec. Vice-Pres. & Treas.....E. B. Loveman
Vice-President.....F. A. Hutchins
Radio Account Placed — Philco Hall of Fame.

CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA

President-Director of Radio, Chas. Dallas Reach
Vice-President.....Howard E. Sands
Vice-President.....Edw. C. Stover, Jr.
Vice-President-Radio...Charles A. King, Jr.
Secretary.....F. R. Risley

Branch Office

6 E. 45th St., New York 17, N. Y.

Radio Accounts Placed — Koppers Co., Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc., New Jersey Bell Telephone Co.

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THE L. W. RAMSEY ADVERTISING AGENCY

111 E. Third St., Davenport, Iowa
Phone 3-1889

ANPA—PPA—NOAB—APA

Partners.....E. G. Naeckel, A. C. Naeckel, W. J. Henderson, George Bischoff
Partner & Service Dir.....A. M. Walgren
Production Mgr.....E. Neubauer
Art Director.....P. Norton
Technical Consultant.....W. A. Giraldi

Branch Offices

230 N. Michigan Ave.,Chicago 1, Ill.
Phone Franklin 8155

Vice-President & Gen. Mgr.....F. L. Eason
Vice-Presidents.....N. B. Langworthy, L. H. Copeland
Production Manager.....Vito M. Volino
Secretary.....E. G. Naeckel
Art Director.....E. J. McCabe
Radio Director.....Dorothy L. Parsons

1509 Cross Roads of the World,
Hollywood 28, Calif.
Phone Hollywood 1732

Partners.....E. G. Naeckel, A. C. Naeckel, W. J. Henderson, George Bischoff

Radio Accounts Placed—F. W. Fitch Co., National Oats Co., Illinois Commercial Men's Assn., Berghoff Brewing Corp., Lite Soap Co., Michigan Mushroom Co.

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THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone 7-1179

Radio Director.....Catherine A. Provan

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6120, 1, 2, 3

ANPA—PPA—ABP—APA—NOAB

Chairman of the Board.....L. L. Redfield
President .....E. F. Johnstone
Treasurer.....L. L. Redfield
Secretary .....A. Hollander
Secretary.....G. Hepenstal
Radio Time Buyer.....N. Cordano
Radio Publicity.....M. E. Maddock

Radio Accounts Placed—Block Drug Co., Stera-Kleen, Allenru; Wool Novelty Co., Inc., Woolfoam; Ceda Distributing Co., Valse de Fleurs Toiletries; Howard Clothes, Inc.; Wine Shipper Import Corp.

•

EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland 12, Calif.
Phone Templebar 2408

ABP — ANPA — APA

Owner.....Emil Reinhardt
Copywriter .....Dave Lane
Space Buyer.....Ann Hageman
Artist Dir.....Robert Shelton
Artist .....Edna Shelton

Radio Dept.

Manager .....Joseph Connor
Time Buyer.....Mildred McMahon

Radio Accounts Placed—Kilpatrick's Bakeries, Mary Ellen's, Inc., Standard Beverages, S. F. Brewing Corp., Breuner's, Pacific Guano Co., Central Bank, Mothers Cake & Cookie Company.

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REISS ADVERTISING

221 W. 57th St., New York, N. Y.
Phone COlumbus 5-7733

ANPA — ABP — PPA — APA

President.....Joseph Reiss
Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss

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RESNIK-MILLER-ENGLAND, INC.

152 Temple St., New Haven, Conn.
Phone 7-0241

President & Treasurer.....Harry D. Resnick
Secretary.....Harvey N. Ladin
Radio Dept. Manager.....Ellen Simmons

Branch Offices

75 Pratt St., Hartford, Conn.
Phone 2-9987

Manager.....Harry D. Resnik-WTIC

77 Summer Hill Ave., Worcester, Mass.
Phone 6-0223

Manager.....Isabelle Whitaker-WTAG

26 Custom House St., Providence, R. I.
Phone Gaspee 9526

Manager.....Frank Jones-WJAR

RILL ASSOCIATES

507 Fifth Ave., New York 17, N. Y.
Phone, MUrray Hill 2-5147

President.....I. R. Hill
Exec. Vice-Pres.....B. N. Hill
Space Buyer.....L. Denis
Art Director.....M. Desmond
Radio Dir. & Radio Time Buyer.....B. Newmark
Charge Copy.....S. Chalfin
Publicity.....P. Leighton
Account Executives.....I. R. Hill, B. N. Rill, L. Denis

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ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago, Ill.
Phone Randolph 9760

ANPA—APA—PPA—NOAB

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston, Guy C. Pierce, Lloyd Maxwell, R. A. Porter
Director of Radio.....Phil Stewart

Branch Offices

225 S. 15th St., Philadelphia, Pa.
Phone PEnnypacker 2766

In Charge.....Guy C. Pierce

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-7444

In Charge.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts Placed—Network: Lewis-Howe Co., Schutter Candy Co., Sun Oil Co. National Spot: Chicago, Milwaukee, St. Paul & Pacific RR., Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmacal Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., Sempray Jovenay Co., The Studebaker Corp.

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RONALDS ADVT. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Que.
Phone Plateau 4803

ANPA

President.....Russell C. Ronalds
Senior-Vice-Pres.....E. M. Putnam
Vice-President (Montreal)...F. deB. Walker
Vice-President (Toronto).....R. J. Avery
Treas. .....Angus Ahern
Radio Dir.....Frank Starr
Radio Producers.....Boyd Hayward, Cecelia Long, Norman K. Vale

Branch Office

New Wellington Building, Toronto, Ontario
Vice-President.....R. J. Avery

Radio Accounts Placed—National Breweries Limited, McCall-Frontenac Oil Co., Ltd., Bristol-Myers Co. of Canada, Ltd.,

Canadian Industries Limited (Paint & Varnish), United Rexall Drug Co., Liggett Drug Stores, Lyman Agencies Ltd. (Tintex), Pacquin's Hand Cream, Glyco-Thymolene, Roe Farm Milling Company, Dominion Corset Co.

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ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420

ANPA—PPA—APA—ABP—NOAB

President & Dir. of Copy & Plans, Arthur Rosenberg
Vice-President .....Samuel Rubenstein
Secretary.....A. A. Rosenberg
Treasurer.....Charles S. Silver
Production Manager.....H. B. Fleischman
Economist.....Walter Alwyn-Schmidt
Research Director.....Sam Haven
Copy & Plans.....Harrison J. Cowan, H. B. Sadler, Joseph Ellner
Radio Dept.....Arthur Rosenberg, Samuel Rubenstein, Charles S. Silver

Radio Accounts Placed—Longine-Wittenaur Watch Co., Gleam Shampoo, Myer 1890 Beverages, Grelva, Inc., Miner's Inc. *Television Accounts Placed*—Longine-Wittnauer Watch Co.

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CHARLES L. RUMRILL & CO.

311 Alexander St., Rochester 7, N. Y.
Phone Stone 592

AAAA—ABP—PPA

President.....C. L. Rumrill
Vice-President-Art Director.....J. E. Porter
Secretary-Treasurer.....E. A. Rogers
Production Manager.....George Prince
Time Buyer.....J. Lawrence Kennedy

Radio Accounts Placed—Genesee Brewing Co., Automobile Club of Rochester, Gold Tone Studios, The Pleasant Valley Wine Co.

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RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 6-6400

AAAA—ANPA—PPA—NOAB—APA

Chairman of Board.....F. B. Ryan
President.....F. B. Ryan, Jr.
Sr. Vice-Pres. & Treas.....Cal J. McCarthy
Exec. Vice-Pres.....E. J. Grady
Vice-Pres. & Sec.....R. Van Buren
Media Manager.....Daniel M. Gordon
Talent Buyer.....Willson M. Tuttle
Time Buyer.....Charles Ayres
Casting Director.....Kathleen McMahon

Radio Dept.

Co-Directors.....Merritt W. Barnum, Wilson Tuttle
Business Manager.....Charles T. Ayres
Publicity Director.....Grant Y. Flynn
Radio Commercial Supervisor, Reggie Morgan
Radio Producers.....Grant Flynn, Robert Steel, John Wellington, John Cole, Thomas G. Slater

Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.
Phone Franklin 0485

Exec. Vice-Pres.....Paul E. Watson
Media Manager.....Albert R. Callies
Director of Radio.....R. W. Metzger
Chg. of Radio Production.....N. E. Heyne
Charge of Script.....A. E. Trask
Bus. Mgr. & Time Buyer.....Holly Shivley
Charge of Television.....Fran Harris
Commercial Traffic.....Joyce Webster
Charge of Commercials.....Irene Small
Producer .....Warren Johnson

7430 Second Blvd., Detroit 2, Mich.
Phone Madison 1980

Vice-Pres. & Manager.....M. J. Casey

812 Oliver St., St. Louis 1, Mo.
Phone Main 0127

Vice-Pres. & Manager.....Oscar A. Zahner

712 Main St., Houston 2, Texas
Phone Charter 4-1741

Manager.....H. Donald Hopton

1680 No. Vine St., Hollywood 28, Calif.
Phone Hillside 7593

VP & Pacific Coast Mgr.....John H. Weiser
VP & Radio Director.....Robert Ballin
Radio Director.....Robert Seal
Radio Producers.....Don Clark, Sam Pierce, Dave Young, Knowled Entrikin, William Burch, Glenn Y. Middleton

235 Montgomery St., San Francisco 4, Calif.
Phone Edgebrook 4616

Manager.....Herbert O. Nelson

1218 3rd Ave., Seattle 1, Wash.
Phone Main 6727

Vice-Pres. & Manager.....F. G. Mullins

Carew Tower, Cincinnati 2, Ohio
Phone MA 2413

Manager.....John L. Magro

80 Richmond St., W., Toronto, Ont., Canada
Phone Adelaide 4069

Manager .....Gordon Ralston

Radio Accounts Placed—Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Electric Auto-Lite Co., Garrett & Co., Lever Brothers Company, Lever Brothers Limited, Pharmaco, Inc., Lucky Tiger Company, H. C. Lytton Co., Owl Drug Co., Queen Anne Candy Co., Southwestern Drug Co., Squirt Co., Griesedieck Bros. Brewery, Pepsodent Co. of Canada, Taylor-Reed Corp., Wm. Wrigley Jr. Co., Bailey Schools, Savings

Banks Assoc. of State of N. Y., Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, American Recording Artists, American Fluresit Co., Binyon Optical Co., Clopay Corp., Clyde Porcelain Steel Corp., Inter-Coastal Co., Kick-a-way Garments, Inc., Krey Packing Co., Sears Roebuck & Co., Seattle Luggage Co., Lone Star Creamery, Martha Maid Mfg. Co., Roundy, Peckham & Dexter Co.

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LOWE RUNKLE COMPANY

1366 First National Bldg., Oklahoma City 2, Phone 3-5439

SAAA

President.....Lowe Runkle
Vice-President.....Roger Pishny
Secretary.....Alice Streeter

Radio Accounts Placed—Arkansas City Flour Mills, Cains Coffee Co., Local Federal Savings & Loan Association, Merit Mills, Oklahoma Operating Co., Borden Milk & Ice Cream (O. C. Plant), Liberty National Bank.

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ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1180

ABP — ANPA — PPA

President.....Maubert St. Georges
Exec. Vice-Pres.-Treasurer..Stanley J. Keyes
Assistant Treasurer.....John H. Vesely
Vice-Pres.-Art Director..Alfred A. Anthony
Secretary.....Louise D. Keyes
Copy Chief.....C. J. Masseck
Production Manager.....William Korcak
Media Director.....Charlotte Rains

Radio Dept.

Radio Director.....Victor Van Der Linde
Time Buyer.....Charlotte Rains

Radio Accounts Placed—Mattlage Products, Inc., Benjamin Moore & Co., Revere Copper & Brass, Inc., Bell Bakeries, Inc., Mido Watch Co. of America.

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SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

Owner.....William G. Scholts
Radio Director.....Fred Montgomery

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MARCEL SCHULOFF & CO.

17 W. 45th St., New York 18, N. Y.
Phone MUrray Hill 2-3708

Partners.....Marcel Schuloff, Miriam C. Schuloff

Accounts Placed—Station WHOM, Basch Radio Prod., Sure-Fit Products Co., Stylepark Hats, Keal Textile Co., National Sure-Fit Quilting Co.

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SCHWAB & BEATTY, INC.

1230 Sixth Ave., New York 20, N. Y.
Phone CIrcle 5-9090

AAAA—PPA—APA—ABP

President.....Victor O. Schwab
Time Buyers.....Robert W. Beatty, James E. Schwenck

Radio Accounts Placed — Book-of-the-Month Club, Omnibook Magazine, Wilfred Funk, Inc., Book Presentations.

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SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815

AAAA—ABP—ANPA—PPA—APA

Pres. & Treas.....R. J. Scott
V.P. & Secty.....W. Schwimmer
Bus. Mgr.....R. S. Peterson
Copy Chief.....L. Krakover
Media Dir.....E. Vanderploeg
Prod. Mgr.....L. Kuehn
Art Dir.....A. Thaler
Comptroller.....H. Heilig
Acct. Execs.....E. Guy, F. Vosse, C. Lilienfeld

Radio Dept.

Radio Dir.....A. Fishburn
Script Chief.....K. Houston
Radio Producer.....E. Bronson

Radio Accounts Placed—Coronet Magazine, Chicago Daily News, Chicago Stadium, Congress Cigar Co., Modern Screen Magazine, Fox DeLuxe Beer, Hirsch Clothing Co., Kitchen Arts Foods, Linco Products Co., National Small Business Men's Assn., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Sealy Mattress Co., Walgreen Co.

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RUSSEL M. SEEDS COMPANY, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone, Delaware 1045

ANPA — ABP — SNPA — PPA

President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Executive Vice-President.....George Bayard
Treasurer.....Jack Harding
Secretary.....H. J. Smith
Vice-Presidents.....Paul Richey, A. D. Keyes, Harry Maus, E. G. Bentley, H. B. Goldsmith, Jr.
Radio Director.....Jack Simpson
Time Buyer.....June Jackson

Branch Offices
Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395

Vice-President.....Paul Richey
Treasurer.....Jack Harding

Plaza Hotel, 1637 N. Vine St.,
Hollywood,Calif.
Phone, Hempstead 7824

Manager.....L. C. Place

Radio Accounts Placed—W. A. Sheaffer Pen Co., Pinex Co., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., Grove Laboratories, Inc.

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SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone, GRamercy 5-5560

ABP

President.....Louis Shappe
Radio Time Buyer.....Louis Shappe
Vice-Pres.-Copy Chief..Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Burton Mautner
Production Mgr.....M. Helfman

•

J. WM. SHEETS

Central Bldg., Seattle, Wash.
Phone Main 2442

ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets

Radio Accounts Placed—Skinner & Eddy Corp., Minute Man Soup.

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SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670

AAAA—ANPA—PPA—APA

President.....George H. Sheldon
Vice-President.....L. C. McElroy
Time Buyer.....Catherine Wohlpart
Treasurer & General Manager....J. F. Quick

Radio Account Placed—Chas. E. Hires Co., Inc.

•

SHERMAN & MARQUETTE, INC.

919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 8000

ABP—ANPA—PPA—NOAB—APA

President .....Stuart Sherman
Chairman of Board.....Arthur Marquette
Radio Director.....Louis E. Tilden

Branch Office

10 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1550

Vice-President & Manager.....Carl S. Brown
Radio Director.....Samuel Fuller

Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Creams, Colgate Tooth Powder, Halo Shampoo, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), McLaughlin's Manor House Coffee, Campho-Phenique.

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DOUGLAS D. SIMON ADV., INC.

280 Madison Ave., New York 16, N. Y.
Phone, LExington 2-7873

ANPA

President-Treasurer.....Douglas D. Simon
Vice-President.....Carolyn Glass
Secretary-Space Buyer.....Anita Chinkel
Account Executive.....Charles H. Sandak
Production Manager.....Sidney Jerome
Art Director.....Doris Brinkerhoff

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SIMON & GWYNN, INC.

624 Commerce Title Bldg., Memphis 3, Tenn.
Phone 5-2404

SNPA—ANPA—APA—APB—NOAB—FAAG

Partner.....Milton Simon
Partner.....H. N. Gwynn
Copy.....Don Anderson, F. C. Cogburn

Radio Accounts Placed—American Snuff Co., Barton Chemical Co., Donald Furniture Co., Eagle Manufacturing Co., Farrell-Calhoun, Inc., Graham Furniture Co., The HumKo Co., Nebraska Consolidated Mills, Robilio & Cuneo (Ronco Foods).

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SIMONS-MICHELSON CO.

1126 LaFayette Bldg., Detroit 26, Mich.
Phone CHerry 3000

AAAA—PPA—APA—ANPA

Pres. & Treas. .....Leonrad N. Simons
V.P. & Secy. .....Lawrence J. Michelson
General Manager .....Ivan Frankel
Radio Director .....A. Glenn Kyker
Radio Producers .....Mae Mikjian, Marge Aronsson, Frances Matthews.

Radio Accounts Placed—American Hospital, Medical Benefit, Benrus Watch Co., Crowley-Milner Co., Cunningham's Drug Stores, Detroit Free Press, Detroit Times, Dossin's Food Products, Effron Furs, Forest Cleaners, Frank & Seder, Grinnell Bros., Hudson Cleaners, Hughes & Hatcher, Kern's, Lane Bryant, Mac-O-Lac. Metal Products Co., National Clothing Store, People's Outfitting Co., Plasti-Kote, Rogers Paint Products, Sallan Jewelers, Sealy Mattress Co., The Schmidt Brewing Co., Scotland Woolen Co., Simmons & Clark Jewelers. Viviano Wines, Velvet Nut Products, Wrigley's Super Markets.

SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.
Phone WIsconsin 7-8765

ANPA—PPA—APA

President.....Albert Seiffer
Secretary & Treasurer.....Marvin Small
Time Buyer.....Joya Krakauer
Radio Accounts Placed—Arrid, Allcock Mfg. Co., Souplets.

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SMITH & DRUM, INC.

650 S. Grand Ave., Los Angeles, Calif.
Phone Trinity 3454

ABP—ANPA—PPA—APA—NOAB

President.....A. Carman Smith
Vice-President.....Harry C. Drum
Radio Account Placed—General Petroleum Corp.

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SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen
Radio Director.....Muriel Wageman
Radio Accounts Placed—Bowey's, Inc., Sunway Vitamin Co., F. H. Pfunder, Inc., Hotel & Restaurant Co-operative Adv., J. P. Harding Restaurants, Old Heidelberg Corp.

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C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.
Phone: 3-4789

Pres. Treas. & Radio Time Buyer
C. Jerry Spaulding
Asst. Treasurer .....Florence Winslow
Secretary .....H. H. Hartwell
Art Director .....Greydon Piper
Prod. Mgr. .....Seth Martin
Acct. Exec. .....A. S. Peterson
Radio Accounts Placed — Radio Station WTAG.

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SPITZ & WEBB ADVERTISING

206 E. Genesee St., Syracuse 2, N. Y.
Phone 4-6868

ABP—APA

Partner.....William Spitz
Partner.....Stephen M. Webb
Radio Accounts Placed—Best Ice Cream Co., C. E. Chappell & Sons, Inc., Chase Clothes, Inc., Grange Silo Co., Inc., Peoples Ice Co., Syracuse Nettleton Co., Inc.

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SPITZER & MILLS, LTD.

19 Richmond St., West, Toronto, Ont.
Phone WA 1151

CDNA—CWNA—CP&PA—CPA—BBM
ABC

Acct. Execs. .....G. F. Mills, J. W. Spitzer, J. R. Charles, J. Cambridge, F J. Collins, D. Philpott, Edward B. Higgins, W. G. Wallace.
General Manager .....W. H. Reid
Pub. Rel. Dir. .....T. G. Vatcher
Art Director .....D. M. Dunlop
Radio Director .....W. D. Byles
Asst. Radio Dir. .....Ralph Hart
Secretary .....Marion Bird

Branch Offices
1010 St. Catharine St., W, Montreal, Que.
Phone Plateau 7924
Manager .....C. W. Duncan
Acct. Execs. .....F. M. Lalonde, S. A. Mackness, Alex Richardson, T. St. Germain.
675 W. Hastings St., Vancouver, B. C.
Phone Pacific 2102
Acct. Execs. ....Ken Davidson, A. C. Peck
Radio Accounts Placed—Colgate-Palmolive-Peet Co., RCA Victor Co., Lehn & Fink (Canada) Ltd., Quaker Oats Co., Ltd., California Fruit Growers, B-A Oil Co., Ltd.

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BARTON A. STEBBINS AGENCY

811 West Seventh St., Los Angeles, Calif.
Phone Trinity 8821

AAAA—ANPA—PPA—NOAB

Head of Agency.....Barton A. Stebbins
Acct. Executives ....Arthur W. Gudelman, Nat Jeffras, Clinton Campbell.
Time Buyer.....A. W. Gudelman
Space Buyer .....Louise Ludke
Radio Accounts Placed—Signal Oil Company, Shontex Co., E. F. Hutton & Co., Stevenson Motors Corps.

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HOWARD D. STEERE, ADVERTISING

2812 Book Tower, Detroit 26, Mich.
Phone CHerry 5688

Owner .....Howard D. Steere
Account Exec. .....Charles R. Stout
Office Manager .....Gene Macauley
Art Director .....Rudolph K. Nauss
Artist .....Harlie Sproul

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STERLING ADVERTISING AGENCY, INC.

70 West 40th St., New York 18, N. Y.
Phone LOngacre 5-4610

PPA

Chairman of Board .....S. M. Broun
President .....Jos. S. Edelman
Secretary .....William Forray
Treasurer .....Herbert Goldsmith
Radio Director .....Alfred S. Moss

Radio Accounts Placed—Horwitz and Duberman, J. Laskin & Sons, Lobel Youth Centers, Olympic Knitwear, Sterling Point Frozen Foods.

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STERNFIELD-GODLEY, INC.

280 Broadway, New York 7, N. Y.
Phone BArclay 7-3030
APA—ANPA—NOAB—SNPA

President .....Samuel J. Godley
Vice-President .....Philip Scheft
Secretary .....Frances C. Costello
Treasurer .....Samuel S. Sternfield
Production Mgr. .....John C. Buffum

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STOCKTON, WEST, BURKHART, INC.

First National Bank Bldg., Cincinnati 2, O.
Phone Cherry 8325
AAAA—ANPA—PPA—NOAB—APA
ABC

President & Treas.....Wm. Z. Burkhart
Vice-Pres.-Secy.....Ranald S. West
Vice-President.....Erice W. Stockton
Acct. Execs. .....H. S. Lenz, J. D. Nelson, Jr., J. C. Gerding, E. P. Broome.
Radio Director .....R. S. West

Radio Accounts Placed—Ohio Oil Co., Cincinnati Gas & Elec. Co., Central Trust Banking Institution, Cincinnati Enquirer, Sperti, Inc., Gibson Wine Co.

•

STODEL ADVERTISING CO.

439 S. Western Ave., Los Angeles 5, Calif.
Phone Fitzroy 2133
PPA

President.....Edward C. Stodel
Business Manager.....Sidney Roberts

Radio Dept.

Director.....E. C. Stodel
Continuity Director....Marjorie Esterbrook
Traffic Manager.....Rose Mason
Copy Director.....C. W. Culpepper
Radio Producers.....E. C. Stodel, Jack Stodelle

Radio Accounts Placed—Eastern Columbia-Dept. Store Chain, Brooks Clothing Co., Warner Bros. Theaters, Hollywood Starlight Theater Assoc., The Eastern Stores, Sacramento.

•

CHARLES M. STORM CO., INC.

50 E. 42nd St., New York 17, N. Y.
Phone, MUrray Hill 6-2820
ANPA—PPA

Chairman Ex. Comm.....Charles M. Storm
Pres., Secy., & Radio Dir...Allston E. Storm
Exec. V.-P., Treas. & Media Dir. Edward Klein
Vice-President & Research Dir. Harry Chapperon
Production Manager .....Albert Hammond
Art Director.....Frederick Widlicka
Radio Time Buyer .....Arthur J. Klein
Research Director.....Harry Chapperon
Account Executives.....A. E. Storm, E. Klein, H. Chapperon.

•

STRAUCHEN & McKIM ADVT.

6 East Fourth St., Cincinnati, Ohio
Phone Main 1618
AAAA—ANPA—PPA—NOAB—NIAA

Partners.....Edmund R. Strauchen, G. F. McKim Jr.
Art Director .....J. Storck
Production .....E. Bittner
Asst. Art Dir. .....R. Rosenzweig
Copy Chief .....John Maupin
Traffic .....J. Dillon
Acct. Execs. .....E. R. Strauchen, G. F. McKim, Jr., J. Nolan.
Radio Director .....E. R. Strauchen
Continuity .....G. Helm

•

STREET & FINNEY, INC.

330 West 42nd St., New York 18, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA

President.....H. K. Finney
Vice-President.....John F. Mayer
General Manager.....Robert Finney
Assistant General Manager....Frank Finney
Secretary.....F. S. Park
Treasurer.....Fred Hellar
Director of Radio.....Howard Miller

Radio Accounts Placed—Doan's Pills, Ice-Mint, Allen's Foot-Ease, Beecham's Pills, Espotabs, Dil-Kil, Baby's Own Tablets (Canada), Children's Own Tablets (Canada), Dr. Williams Pink Pills (Canada).

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SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

270 Park Ave., New York 17, N. Y.
Phone PLaza 9-3080
AAA—ANPA—PPA—NOAB—ABC

President.....R. F. Sullivan
Vice-President.....D. D. Stauffer
Vice-President.....R. T. Colwell
Vice-President.....S. H. Bayles
Account Executives.....J. P. Cohane, W. M. Spire

Radio Production Mgr.....P. H. Cohen
Copy Chief.....C. J. Dillon
Art Director.....E. L. Fischer
Media Director.....F. Minehan
Merchandise Dir.....D. J. O'Meara
Treasurer.....T. N. Weatherby
Research Director.....L. H. Wood
Radio Producers.....Tom Vietor (N. Y.); Joe Thompson (Hollywood)

Branch Offices

1607 Vista del Mar Ave., Hollywood 28, Calif.
Phone Gladstone 5048 — Hillside 2119
Director.....J. Van Nostrand

Radio Accounts Placed—Carter Products, Inc., Noxzema Chemical Co., Smith Bros., Inc., Whitehall Pharmacal Co.

•

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA—PPA—NOAB

Partner.....John F. Sweeney
Partner.....Frank G. James
Account Executive.....T. M. Gregory

Radio Account Placed—Network: Firestone Tire & Rubber Co.

•

TECHNICAL ADVT. AGENCY, INC.

475 Fifth Ave., New York, N. Y.
Phone, MUrray Hill 3-5754

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J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 3-2000
AAAA — ANPA — ABP — PPA

President .....Stanley Resor
Secretary .....Howard Kohl
Treasurer.....Luther O. Lemon
Senior Vice-Presidents.....Gilbert Kinney, Henry T. Stanton
Senior Consultant.....James W. Young
Vice-Presidents.....Lloyd W. Baillie Henry C. Flower, Jr., Howard Henderson, Henry M. Stevens, William Resor, Walter R. Hine, Thayer Jaccaci, William G. Palmer, Samuel W. Meek, Robert T. Colwell, O'Neill Ryan, Jr., Anson Lowitz, Lew A. Greene, Arthur T. Blomquist, Don Francisco, Robert M. Gillham, Kennett W. Hinks, William C. McKeehan, S. Hunter Richey, Ruth F. Waldo.
Director of Media and Research
Arno H. Johnson
Vice-President in Charge of Radio,
John U. Reber
Radio Time Buyer.....Linnea Nelson
Radio Talent Buyer.....Virginia Spragle
V.P.-Motion Pictures & Television
Robert M. Gillham

Branch Offices

1549 North Vine St., Hollywood 28, Calif.
Phone Hillside 7241
V.P.-Manager .....Cornwell Jackson

410 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 0303
Vice-President and General Manager,
Henry T. Stanton
Vice-Presidents.....Merton V. Wieland, Willard F. Lochridge, Harold R. Rorke, Harry T. Mitchell
Radio Director.....Tyler Davis
Radio Time Buyer.....Margaret Wylie

100 Bush St., San Francisco, Calif.
Phone Garfield 3510
V.P.-Manager .....Arthur Farlow
Radio Director.....Henry M. Jackson
Radio Time Buyer.....Lowell Mainland

645 South Flower St., Los Angeles 36, Calif.
Phone Madison 2661
V.P.-General Manager....Norton W. Mogge
Radio Director...Charles A. Stephenson, Jr.
Radio Time Buyer....Robert H. Thurmond

Radio Accounts Placed—Atlantis Sales Corporation (French's Instant Potato), Bowman Dairy Company, Brillo Manufacturing Company (Brillo & Brillo Soap), Cole Milling Company (Omega Flour), Eastman Kodak Company, Elgin National Watch Company, Fanny Farmer Candy Shops, Incorporated, Ford Dealers Advertising Fund, Ford Motor Company (Motor Cars), Johns-Manville Corporation (Building Materials), Kraft Foods Company, Lever Brothers (Lux Soap & Flakes), Libby, McNeill & Libby (Canned Foods), Northern Trust Company, Pan American World Airways, Pharma-Craft Corporation, Incorporated (Fresh Deodorant), Penick & Ford, Ltd., Incorporated (Brer-Rabbit Molasses), Planters Nut & Chocolate Company, RCA Victor Division, Radio Corporation of America, Reynolds Metals Company (Aluminum Products), Safeway Stores, Incorporated, Essex Advertising Service (Meat), Famous Flours, Incorporated (Kitchen Kraft Flour), Linwood Poultry Company, Shell Oil Company, Incorpated (Petroleum Products), Standard Brands Incorporated (Fleischmann's Yeast, Chase & Sanborn Coffee, Tender Leaf Tea), Swift & Company (Meat & Meat Products, Allsweet Oleomargarine), The Mentholatum Company (Mentholatum), The Parker Pen Company (Parker Pens, Parker Quink), Ward Baking Company (Tip Top Enriched Bread, Aunt Hannah's Bread), Washington State Apples, Waco Products Company (Miracle Tooth Paste), J. B. Williams Company (Shaving Products), W. F. Young, Incorporated (Absorbine, Jr.), Boyle Midway, Inc. (Old English Wax & other household products), Calavo Growers, California Desert Grapefruit Committee, California Lima Beans, Douglas Aircraft, Mutual Orange Distributors, Northrop Aircraft, Universal Pictures, Inc.

UNITED STATES ADVT. CORP.

612 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 4466
ANPA—PPA—APA

Chairman of Board.....W. M. Canaday
President.....J. C. Ewell
Radio Manager.....A. J. Englehardt

•

VICTOR VAN DER LINDE, INC.

250 Park Ave., New York 17, N. Y.
Plaza 5-1180

President.....Victor van der Linde
Treasurer.....Charlotte Rains
Director of Radio.....Victor van der Linde
Time Buyer.....Charlotte Rains

Radio Accounts Placed—L. Bamberger & Co., Fine Products Co., Street & Smith, James McCreery & Co., Suburban Propane Gas Corp.

•

VANGUARD ADVERTISING

15 East 40th St., New York 16, N. Y.
Phone MUrray Hill 5-4686
ABP—PPA—APA

President.....J. M. Russakoff
General Manager.....A. M. Ragonetti
Art Director.....Frank Haase
Media.....Ed Burns

•

VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
Phone, LExington 5400
AAAA—ABP—ANPA—PPA—NOAB

President & Treasurer.....Wilbur Van Sant
Vice-President & General Manager, Clinton D. Carr
V.P. & Plans Director.....J. P. Daiger
V.P. & Account Executive.....R. E. Daiger
V.P. & Account Executive.....H. G. Erck
V.P. & Account Executive....F. T. C. Quinn
V.P. & Account Executive....C. M. Buchanan
Space Buyer.....G. M. Talbot
Radio Production.....D. J. Loden

Radio Accounts Placed — National Spot: Sherwood Brothers, Inc., The Crosse & Blackwell Co., H. J. McGrath, Co., Rice's Bakery, The Wm. Schluderberg-T, J. Kurdle Co.

•

VIDEOR ENTERPRISES

1629 Chestnut St., Philadelphia 3, Pa.
Phone Rittenhouse 6378

Managing Director.....Franklin O. Pease
Television Producer.....Franklin O. Pease

WM. VON ZEHLE & CO.

28 W. 44th St., New York, N. Y.
Phone, BRyant 9-4750

Managing Director.....Wm. Von Zehle

•

WADE ADVERTISING AGENCY

208 W. Washington St., Chicago 6, Ill.
Phone State 7369
ANPA—PPA—APA—NOAB

President.....Albert G. Wade
Exec. V.P.-Radio Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
SSecretary-Treasurer.....E. N. Nelson
Production Manager.....R. O. Archer
Account Executives.....W. A. Wade, E. N. Nelson, R. O. Archer, R. E. Dwyer, L. Davidson.

Radio Account Placed—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co., General Bandages, Inc., Chicago Sun, Haskelite Mfg. Corp., Wait-Cahill Co.

•

WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone Grant 1900
ANPA—ABP—PPA—OAAA—APA—CAH

Partners.....William S. Walker, Benjamin I. Davis, Jr., C. P. Richardson, R. C. Woodruff.
Rodia Director.....R. C. Woodruff
Radio Production.....Victor Seydel
Radio Contact.....William G. Beal
Radio Producers.....Robert T. Gestrich, James Dooley.

Branch Office

Suite 833, Hotel St. Regis, New York, N. Y.
Eastern Radio Supervisor.....Victor Seydel

Radio Accounts Placed—Colonial Biscuit Co., Duquesne Brewing Co., Allegheny-Ludlum Steel Corp., Joseph Horne Company, Mail Pouch Tobacco Co., Sterling Oil Co., Clearfield Furs, Inc., H. Lohrey Co.

•

NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.
Phone, CAledonia 5-7430
ABP—PPA—NOAB—ANPA

President.....Norman D. Waters
Vice-President.....Charles M. Whitebrook
Secretary.....E. L. Waters
Treasurer.....Louis Landesman

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone MUrray Hill 6-8585

AAAA — ANPA — PPA — ABP — ABC
APA—NOAB

President.....H. Paul Warwick
Vice-Presidents: Henry Legler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson.
Secty.-Treas. .....Irving J. Paulus
Radio Director.....Tevis Huhn

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
Phone Hempstead 8163

Radio Accounts Placed — Larus & Bro. ompany, Pabst Sales Co., Equitable Life Assurance Society of the U. S., Hoffman Beverage Co., National Exhibition Co.

•

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone ELdorado 5-4404

PPA—NOAB—ANPA—APA

Chairman of Board.....W. I. Tracy
President.....Frank S. Kent
Vice-Pres. & Art Dir. .....Hugh Donnell
Treas. & Secty .....George M. Pease
Radio Director .....Philip A. Baecker

Radio Accounts Placed—B. Fischer & Co., Inc. (Astor Tea & Coffee), John Opitz, (J-O Products), American National Corp. (Zest Tomato Cocktail), The Taylor-Reed Corp. (Q-T Pie Crust), Chas. Schaefer Corporation (Dorquest Quality Beer), Senn Products Corp. (Sambo).

•

TUCKER WAYNE & CO.

629 Ten Pryor St. Bldg., Atlanta 3, Ga.
Phone Walnut 6701

ANPA—PPA—APA—ABP—SNPA—OAAA

President.....Tucker Wayne
Vice-Pres. & Radio Talent.....C. W. Burgess
Vice-Pres. & Time Buyer.....C. C. Fuller
Radio Director.....D. D. Connah

Radio Accounts Placed—Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwab Co., Scripto Mfg. Co.

•

WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio
Phone: 3-4311

PPA—ABP—APA

President-Treasurer....Albert M. Wearstler
Secretary.....Mary E. Wearsler

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.
Phone Cedar 3777

AAAA—APA

President .....Luther Weaver
Executive Assistant.....W. K. Nelson
Director of Radio.....Luther Weaver
Associates.....Olga Marie Novak, Bess Lyman.

Radio Accounts Placed—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Twin City Wholesale Grocer Co. (Fairway Products), T. Ruben, Inc.

•

ARMAND S. WEILL CO.

170 Franklin St., Buffalo 2, N. Y.
Phone Washington 6250

President.....Armand S. Weill
Exec. V. P.-Treas.....Harold C. Desbecker
Vice-President.....Robert K. Weill
Director of Radio.....William A. Mayhew
Radio Producers .....William A. Mayhew, Robert K. Weill.

Radio Account Placed—Chalmers Gelatine Corp., Forest Lawn Cemetery, John Wiley Jones Co., Lenason Company, Harvey & Carey Inc., Maloney Bros. Nursery Co., Inc., Wm. S. Rice Inc., Sachinol Laboratories, Stirr Products Corp., Templetons, Inc., S. C. Wells & Co.

•

MILTON WEINBERG ADVT. CO.

325 W. Eighth St., Los Angeles 14, Calif.
Phone Tucker 4111

ANPA—PPA—ABP—APA

Owner.....Bernard Weinberg
Media Director.....E. Cousino
Radio Director.....W. H. Krauch
Radio Producer.....Gene Powers

Radio Accounts Placed — Capitol Milling Co., Hamilton Diamond Co., Hollywood Film Studios, Hollywood Pantages Theatre Corp., Hollywood Turf Club, May Co., Midtown Catering So., Pep Boys of Calif., Savenick Tires, Thrifty Cut-Rate Drug Stores.

•

WILLIAM H. WEINTRAUB & CO.

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 7-4282

ANPA—PPA—NOAB

President.....William H. Weintraub
V.P. & Gen. Mgr. .....John D. Scheuer
Exec. V.P. .....Elkin Kaufman
V.P. in Chg. Radio .....Harry Trenner
V.P. & Copy Chief .....Kennon Jewett
Treasurer .....William Gallow
Research Dir. .....Dr. Leon Arons

Media Director .....William Gallow
Production Manager .....Norman Bertels

Radio Department

V.P. in Chg. Radio .....Harry Trenner
Dir. of Radio .....Theo Gannon
Asst. Dir. Radio ....William Weintraub, Jr.
Time Buyer (Network) .....Harry Trenner
Time Buyer (Spot) .William Weintraub, Jr.

Radio Accounts Placed—Anchor Hocking Glass Corp., Helbros Watch Co., Frank H. Lee Co., Seeman Bros., Inc. (Air-Wick), Trimount Clothing Co., Inc., Pratt's Fresh Frozen Foods, Inc.

•

WEISS & GELLER, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-4070
ANPA—PPA—NOAB

President .....Max A. Geller
Media Director .....Lester J. Mallets
Radio Director.....Sylvan Taplinger
Copy Director.....Peter Artzt
Assoc. Copy Director.....Harold Wengler
Production Manager.....Sally Green
Account Executive.....Joseph H. Curtis
Space Buyer & Office Mgr.....Max Tendrich

Radio Accounts Placed — Columbia Pictures Corp., New York City; Albert Ahlers, Inc., Brooklyn, N. Y.; Nedick's Inc., New York City, Rensie Watch Co., Inc., New York City.

•

WERTHEIM ADV. ASSOCIATES

11 W. 42nd St., New York 18, N. Y.
Phone, WIsconsin 7-5978
ANPA—PPA

Owner .....Ed L. Wertheim
Manager .....Ed T. Wertheim
Account Executives .....M. George, E. Taylor Wertheim.

•

WESTON-BARNETT, INC.

Arts & Crafts Bldg., Waterloo, Iowa
Phone, 4677
ABP—ANPA—PPA—SNPA—NOAB
APA—ABC

President.....Wells H. Barnett
Vice-President.....A. C. Barnett
Secretary .....Phillips Taylor
Radio Dept.....E. V. Bohan

Branch Office
520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725

Vice-President.....A. C. Barnett
M. C. Swartz
Radio Dept.....Martha Schwartz

Radio Accounts Placed—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

FRANK E. WHALEN ADV. CO.

15 W. 10th St. Kansas City, Mo.
Phone, Victor 7200
ANPA—PPA—APA—ABP—NOAB

President & Time Buyer.....F. E. Whalen
Sec. & Treas.....J. W. Whalen
Art Director.....Dan Jacobson
Account Executive.....H. G. Kaufman

•

WARD WHEELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Phone Rittenhouse 6-7500
ANPA—PPA—APA—NOAB

President.....Ward Wheelock
Vice-Pres.-General Mgr.....Arthur A. Bailey
Vice-Presidents .....Robert Y. Brown, Walter L. Stocklin, Ralph K. Strassman.
Secretary-Treasurer.....William A. Dunn

Branch Offices
444 Madison Ave., New York 22, N. Y.
Phone, PLaza 3-7120
Vice-President.....R. K. Strassman
Guaranty Bldg., Hollywood 28, Calif.
Phone Hillside 9221
Radio Director.....Diana Bourbon

Radio Account Placed—Campbell Soup Co.

•

WAYNE G. WILLIAMS ADV. AGENCY, INC.

Number One Harwal Pl., Danville, Illinois
Phone Main 3355

President-Time Buyer ...Wayne G. Williams
Vice-Presidents .....E. G. C. Williams, M. D. Williams, John E. Stipp.
Secy-Treas. .....S. K. Depke
Dir. of Research .....E. G. C. Williams
Business Mgr. & Account Executive, Lew E. Selby

Radio Dept.

Radio Dir. .....W. G. Williams
Radio Copy Chief .....Helen Carney
Asst. Radio Dir. .....Robert Wright
Business Mgr. .....B. J. Whitington
Radio Producers .....R. W. Van Dyke, J. G. Nichols.

Branch Offices
Enclish Hotel, Indianapolis, Ind.
Ind. Representative .....S. B. Friedland

Radio Accounts Placed—Goodloe E. Moore Co., Grier-Lincoln Hotel, Ken-Mar Packing Co., J. D. Roszell Co., Mason Jewelry Co., Meis Bros., Inc., R.C.R Air Transport Inc., R. L. Van Dervoort Co., 2nd National Bank, U. S. Army Recruiting Serv., Webster-Heskett-Mauerman, Inc., Universal Recording Corp., Danville Trades & Labor Council, Danville Constitutional Security Committee, Northwestern Mutual Life Insurance Co., Thirion Glass Co.

WILLIAMS & SAYLOR, INC.

271 Madison Ave., New York 16, N. Y.
Phone, LExington 2-3493

ANPA—PPA—APA—ABP—NOAB

Pres. & Treas.....Ralph W. Williams
Vice-President.....Walter T. Pollock
Vice-President.....George L. Miller
Secretary.....William F. Adams
Space Buyer.....Mrs. I. Randall
Production Manager.....M. J. Osias

•

WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.
Phone: Capitol 1850

ANPA—PPA—ABP

President .....Allen H. Wood
V.-P.-Radio Director....Allen H. Wood, Jr.
Treasurer.....Jonathan Brown, 3rd
Space-Time Buyer.....Martha L. Ayers

•

THE ALBERT WOODLEY CO.

500 Fifth Avenue, New York 18, N. Y.
Phone, WIsconsin 7-0380

ABP—ANPA—PPA

Owner.....Albert Woodley
Vice-President.....Louis De Garmo
Space Buyer.....Edith M. Knoth

Radio Accounts Placed—Railroad Federal Savings Association.

•

WORTMAN, BARTON & GOOLD

345 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 4-2756

APA—NOAB—ANPA—PPA

President-Treasurer.....E. B. M. Wortman
V.P.-Secretary .....D. Wortman
Radio Time Buyer.....Hortense Essler

Radio Account Placed—Harrisburg Steel Corp.

•

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone Ashland 4-8400

ANPA — PPA — APA — AAAA — NOAB — ABC — ABP

President.....Sigurd S. Larmon
Executive V. P.....Louis N. Brockway
V. P., Chairman Plans Board
Charles L. Whittier
Vice-President.....Frank Fagan
V. P., Director of Media and General Production.....A. V. B. Geoghegan
Vice-Presidents.....Milford J. Baker, Edward Barnes, Harry B. Carpenter, J. Brooks Emory, Jr., John E. Grimm, Jr., Garrit Lydecker, Donald Payne, Curtis G. Pratt.
V. P., Merchandising Director.Samuel Cherr
V. P., Copy Director.....H. S. Ward
V. P., Director of Research...George Gallup
V. P., Art Director.....Walter K. Nield
V. P., Personnel Dir.
Walter M. E. Sullivan
Director of Publicity and Public Relations .....William H. Jenkins
Treasurer.....J. H. Geise
Secretary and Assistant Treasurer
H. H. Enders
V. P., Dir. of Radio....Thomas H. A. Lewis
V. P. in Charge of Radio Production Operations.....Harry Ackerman
Associate Director of Radio.Joseph A. Moran
Associate Director of Radio, Manager of Radio Time Buying.....Carlos Franco
Manager, Radio Commercial Copy
John L. Swayze
Supervisor, Television Department
William E. Forbes
Commercial Motion Pictures..John F. Barry
Radio Business Manager..Frederick A. Zaghi
Radio Publicity Director.....Harry Rauch
Manager, Talent Department.Lester Gottlieb

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone Hollywood 2734

V. P., Dir. of Radio....Thomas H. A. Lewis
Vice-President.....Elliot E. Potter

333 North Michigan Ave., Chicago 1, Ill.
Phone Central 9389

Vice-President-Manager....John F. Whedon
Vice-President.....D. G. Schneider

7430 Second Blvd., Detroit 2, Mich.
Phone Madison 4300

Vice-President and Manager...George Davis

235 Montgomery St., San Francisco 4, Calif.
Phone Exbrook 6685

Manager .....Howard Williams
V. P., Managing Director of Canadian Offices
A. R. McGill

660 St. Catherine St., West, Montreal, Que.
Phone Plateau 4691

Manager.....L. C. Arbuthnot

80 King Str., West, Toronto, Ont.
Phone Elgin 5347

V. P., and Manager.....Stuart B. Smith
V. P., and Director of International Division
Lorimer B. Slocum

24 St. James St., London, S.W.1, England

Managing Director.....George D. Bryson

Plaza de La Republica 46, Mexico, D. F.
Acting Manager.....William F. Geeslin

FEDERAL COMMUNICATIONS COMMISSION

PERSONNEL



NATIONAL ASSOCIATION OF BROADCASTERS

PERSONNEL — COMMITTEES



FEDERAL COMMUNICATIONS COMMISSION

Headquarters: New Post Office Building, Washington, D. C.

Personnel as of January 1, 1947

Commissioners

Chairman

CHARLES R. DENNY

(Term Expires June 30, 1953)

PAUL A. WALKER
(Term Expires June 30, 1953)

RAY C. WAKEFIELD
(Term Expires June 30, 1947)

CLIFFORD J. DURR
(Term Expires June 30, 1948)

EWELL K. JETT
(Term Expires June 30, 1950)

ROSEL H. HYDE
(Term Expires June 30, 1952)

(VACANCY)

Secretary
T. J. SLOWIE

Assistant to Acting Chairman
EARL A. MINDERMAN

General Counsel
BENEDICT P. COTTONE

Assistant to the General Counsel
WALTER E. JAMES

Assistant General Counsel
(Broadcast Division)
VERNON L. WILKINSON

Assistant General Counsel
(Common Carrier Div.)
HAROLD J. COHEN

Assistant General Counsel
(Litigation and Administrative Div.)
HARRY M. PLOTKIN

Assistant General Counsel
(Safety and Special Service Div.)
LESTER W. SPILLANE

Chief Accountant
WILLIAM J. NORFLEET

Assistant Chief Accountant
HUGO REYER

Acting Chief, Service Division
PAUL H. SHEEHY

Chief Engineer
GEORGE P. ADAIR

Assistant Chief Engineer
(Broadcast Branch)
JOHN A. WILLOUGHBY

Assistant Chief Engineer
(Field and Research Branch)
GEORGE E. STERLING

Assistant Chief Engineer
(Safety and Special Services Div.)
WILLIAM N. KREBS

Assistant Chief Engineer
(Common Carrier Branch)
MARION H. WOODWARD

Director of Personnel
GILBERT H. HATFIELD

Chief of License Division
WILLIAM P. MASSING

Director of Budget & Planning Division
WILLIAM H. ROBERTSON

Chief, Records Division
WALTER S. DAVIS

LEGAL STAFF

Chief of Technical Section
WILLIAM H. BAUER

New and Changed AM Facilities Section
HUGH B. HUTCHISON

New and Changed FM Facilities Section
CHARLES HUBERT

Transfer Section
DAVID H. DEIBLER

Hearing Section
SAM MILLER

Motions and Rehearings Section
MRS. FANNEY N. LITVIN

Renewals Section
JAMES D. CUNNINGHAM

Litigation Section
MAX GOLDMAN

Administrative Section
JOSEPH KITTNER

Rate Section
BERNARD STRASSBURG

International Section
JACK WARNER

Domestic Wire Section
J. FRED JOHNSON

Domestic Radio Section
ARTHUR A. GLADSTONE

Emergency and Miscellaneous Section
LEO RESNICK

Marine and Operator Section
GEORGE MacCLAIN

Aviation Section
MARSHALL S. ORR

Field Section
A. HARRY BECKER—Washington Office
(VACANCY) San Francisco Office
(VACANCY) New York Office
JACK P. BLUME—Chicago Office

ATTORNEYS

DAVID C. ADAMS
ROBERT H. ALFORD
DOUGLAS A. ANELLO
MAX H. ARONSON
THEODORE BARON
WILLIAM H. BAUER
A. HARRY BECKER
ARNOLD D. BERKELEY
DONALD J. BERKEMEYER
TYLER BERRY
JAY D. BOND
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NAB STANDARDS OF PRACTICE

As adopted by the BOARD in 1945 *and Amended in* 1946

FOREWORD

BROADCASTING is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency and good taste.

The National Association of Broadcasters formulates and publishes the following Standards of Practice as a guide to assist the licensee in operating in the public interest.

Determination of what shall be broadcast rests entirely with the station licensee and this responsibility may not be delegated.

Public Questions

Station licensees should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public.

Treatment of Political and Public Question Broadcasts

Broadcasts designed for the presentation of political, economic, social or philosophic questions or the candidacy of any person for public office or a measure to be voted upon should be presented by straightforward statement appealing to intelligence and reason.

News

News should be presented with fairness and accuracy and the station licensee should be satisfied that the arrangements made for obtaining news insure this result. News should not be selected for the purpose of furthering or hindering either side of any public question nor should it be colored by the opinions or desires of the station management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions.

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a

superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs should not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature should be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultation with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Education

While all radio programs possess some educative values, broadcasters should endeavor to assist specific educational efforts. In cooperation with educators and other appropriate groups, broadcasters should search for improving applications of radio as a medium of education.

Religion

Broadcasting, which reaches men of all creeds and races simultaneously, should not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Portion

Acceptance of programs and announcements should be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times, with special consideration being given to the effect on the listener of the manner of presentation.

Member stations should hold the length of the commercial portion, including that devoted to contests and offers, to the following number of minutes and seconds:

Five minute programs	*1:30*
Five minute news programs	*1:00*
Ten minute programs	*2:00*
Fifteen minute programs	*2:30*
Twenty-five minute programs	*2:45*
Thirty minute programs	*3:00*
Sixty minute programs	*6:00*

In participation programs, announcement programs, "Musical Clocks," shoppers guides and other programs of fifteen minutes or longer falling within these general classifications, the commercial portion should not exceed 20% of the total time utilized.

The 20% limitation does not apply when a fifteen minute or longer segment is sold to one sponsor. The commercial portion should then be the same as given in the table on page 905.

"Standards of Good Taste"

The following are deemed to be generally unacceptable under these Standards of Practice:

1. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.

2. Misleading statements of price or value or misleading comparisons of price or value.

3. Continuity which describes repellently any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.

4. Cures and products claiming to cure.

5. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.

6. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.

7. Any spirituous or "hard" liquor.

8. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.

9. Schools that offer questionable or untrue promises of employment as inducements for enrollment.

10. Matrimonial agencies.

11. Offers of "home work" except by firms of unquestioned responsibility.

12. Any "dopester," tip-sheet or race track publications.

13. All forms of speculative finance. Before member stations accept any financial advertising, it should be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.



Shake

SRDS welcomes the over 125 NEW and rarin' to go stations it has added to the Radio Section since January, 1946. 250, 1000 or 50,000 watters . . . they all indicate growth, competition and new sales opportunities, new dazzle for the showmanship medium!

Over 1200 stations and networks, all told, are listed in SRDS, make for over 400 pages of up-to-the-instant rates and data every month for agencies and national advertisers, the buyers of time in today's shifting, soaring market, the top-men stations and nets must reach.

150 stations and networks tell their factual sales-story every month in SRDS, supplement their listening with jolting, sales-making messages . . . have found that SRDS' constant buyer contact and ever-present salesmanship is the keystone of all media advertising.

Advertising in SRDS sells advertising!

STANDARD RATE & DATA SERVICE

The National Authority

WALTER E. BOTTHOF, Publisher

333 NORTH MICHIGAN AVE. • CHICAGO 1

NEW YORK — LOS ANGELES

PUBLICATIONS

Covering The Field Of Radio And Television

TRADE — FAN — TECHNICAL — GENERAL

The Advertiser

MONTHLY. 11 W. 42nd St., New York 18, N. Y. Phone, LOngacre 5-2125. Editor and Publisher, Manuel Rosenberg; Managing Editor, Allen Lekus.

•

Advertising Age

WEEKLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. Managing Editor, John B. Miller. BRANCH OFFICES: 330 W. 42nd St., New York 18, N. Y., Phone, BRyant 9-6431; Charles B. Groomes, Vice-President; Lawrence M. Hughes, Executive Editor; 995 Press Building, Washington 4, D. C., Phone, REpublic 7659, Stanley E. Cohen, Washington Editor; Russ Building, San Francisco 4, Calif., William Blair Smith, Manager; Garfield Building, Los Angeles 4, Calif., Walter S. Reilly, Manager.

•

Advertising & Selling

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, CAledonia 5-9770. President, J. H. Moore; Vice-President and Editor, F. C. Kendall; Managing Editor, Roger Barton. Advertising Manager, None. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago 3, Ill., Phone, HArrison 7272, William R. Joyce, Western Manager; 714 West Olympic Blvd., Los Angeles 15, Calif., Phone, RIchmond 9327, Ned Brydone-Jack, Pacific Coast Representative; also 1085 Monadnock Building, San Francisco 5; Phone DOuglas 4475; 915 Olive Street, St. Louis 1, Mo., Phone GArfield 0043, Carl Schulenberg, Southern Representative; 131 Fleet Street, E.C.4, London, England; Central 1060, 3754 and 3133. Will Kitchen, Jr. (Magazines) Ltd. Mgrs. for Great Britain and Eire.

The Billboard

WEEKLY, 25 Opera Place, Cincinnati 1, Ohio. Phone, Main 9390. The Billboard Publishing Co. R. S. Littleford, Jr. and W. D. Littleford, Publishers; E. W. Evans, Vice-President; Joseph Csida, Vice - President and Editor - in - Chief. BRANCH OFFICE: Managers and Divisions: W. D. Littleford, General Manager, Eastern Division, 1564 Broadway, New York 19, N. Y. Phone, MEdallion 3-1615; M. L. Reuter, General Manager, Midwest Division, 155 North Clark St., Chicago 1, Ill. Phone, CENtral 8761; Sam Abbott, General Manager West Coast Division, 6000 Sunset Blvd., Hollywood 28, Calif. Phone HOllywood 5831; F. B. Joerling, General Manager, St. Louis Office, 390 Arcade Bldg., St. Louis 1, Mo. Phone, CHestnut 0443.

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Broadcasting—Telecasting

WEEKLY. National Press Bldg., Washington 4, D. C. Phone, MEtropolitan 1022. Editor & Publisher, Sol Taishoff; Editorial Director, Robert K. Richards; Business Manager, Maury Long; Circulation Manager, Bernard Platt. BRANCH OFFICES: 250 Park Ave., New York 17, N. Y., PLaza 5-8355, Edwin H. James, N. Y. Editor; Bruce Robertson, Senior Assoc. Editor; 360 N. Michigan Ave., Chicago 1, Ill., Central 4115. Fred Sample, Chicago, manager; 6000 Sunset Blvd., Hollywood 28, Calif., Hempstead 8181, David Glickman, Hollywood correspondent; 417 Harbour Commission Bldg., Toronto, Canada, Elgin 0775, James Montagnes.

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Canadian Advertising

QUARTERLY. 481 University Avenue, Toronto, Ont., Canada. Manager, Alan C. Ball.

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232 Madison Avenue, New York City 16, N. Y.

Communications

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 4-0170. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; Vice-President and General Manager, Paul S. Weil.

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Daily Variety

DAILY. 1708 No. Vine St., Hollywood 28, Calif. Phone, Hollywood 1141. Arthur Ungar, Editor; Roscoe Cornell, Managing Editor; Charles Gerlach, Advertising Manager; Barbara Lucas, Business Manager. BRANCH OFFICES: See listing under Variety Weekly.

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Down Beat

BI-MONTHLY. 203 North Wabash Ave., Chicago, Ill. Phone, Andover 1712. Publisher, Glenn Burrs; Editor, Ned E. Williams; Advertising Manager, Ed Paro; Circulation Manager, Frank Miles. BRANCH OFFICES: RKO Bldg., New York, N. Y. Phone CIrcle 7-1431, 748 N. Rampart Blvd., Los Angeles, Calif.

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Editor and Publisher

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Robert U. Brown, Editor; General Manager, Charles T. Stuart; Chicago Office, 361 N. Michigan Ave., G. A. Brandenburg; San Francisco Office, Mills Bldg., & Los Angeles Office, 408 Pershing Sq. Bldg., Duncan A. Scott.

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Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell.

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Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Donald G. Fink; Keith Henney, Consulting Editor; W. W. MacDonald, Managing Editor. BRANCH OFFICES: 520 North Michigan Ave., Chicago, Ill.; 68 Post St., San Francisco, Cal.; National Press Bldg., Washington 4, D. C.; 16 South Broad St., Philadelphia 2, Pa.; 1510 Hanna Bldg., Cleveland 15, Ohio; 2980 Penobscot Bldg., Detroit 26, Mich.; Continental Bldg., St. Louis 8, Mo.; 1427 Statler Bldg., Boston 16, Mass.; 1311 Rhodes Haverty Bldg., Atlanta 3, Ga.; 621 South Hope St., Los Angeles 14, Calif.; 738-9 Oliver Bldg., Pittsburgh 22, Penn.

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Film Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; Associate Publisher and General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk, 6425 Hollywood Blvd., Phone GRanite 6607; Washington Correspondents, Andrew H. Older, 6417 Dahlonega Road, Phone, Wisconsin 3271; Manning Clagett, 2122 Decatur St., N.W., Phone, Hobart 7627; Chicago Correspondent, Joseph Esler, 6241 N. Oakley Ave.

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FM Business

MONTHLY: 103 Park Ave., New York 17, N. Y. Phone, MUrray Hill 4-1562-3-4. Martin Codell, President and Publisher; Edward Codell, Vice-President and Advertising Director; George M. Hakim, Managing Editor; F. Reese Brown, Associate Editor; Earl Abrams, Washington Editor; Robert S. Lathrop. Art Director; F. Masters, Circulation Manager; Robert Irving, Advertising Production. BRANCH OFFICES: 1419 Connecticut Ave., N.W. Washington 6, D. C., Michigan 2020, Martin Codell, President; 684 South Lafayette Park Place, Los Angeles 5, Calif., Drexel 4388, Robert Walker, Manager; 68 Post St., San Francisco 4, Calif., Sutter 5568, Rogers Parratt, Manager.

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FM and Television

MONTHLY: Main office, Great Barrington, Mass. Phone, Great Barrington 500; Editor-Publisher, Milton B. Sleeper; Advertising Manager, William T. Mohr-

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The Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood 28, Cal. Phone, Hillside 7411. Editor-Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; General Manager, Thomas F. Seward; Radio Editor, Joel Murcott. BRANCH OFFICES: 229 W. 42nd St., New York, N. Y. Phone, WIs. 7-2470. Manager, Jack Harrison; Eastern Radio and Music Editor, Ben Kaufman.

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Industrial Marketing

MONTHLY (Except 2 issues in October). 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Hal Burnett. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. Eastern Editor, William Doty.

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Metronome

MONTHLY. 26 W. 58th St., New York, N. Y. Phone, PLaza 3-7253. Editors, George Simon and Barry Ulanov; Gene Roderick, Advertising Manager; Ned & John W. Bitner, Publishers.

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Musical Advance

MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, CIrcle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Charles E. Bayha; Music critic, William Bradell.

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Musical America

SEVENTEEN TIMES YEARLY: 113 West 57th Street, New York 19, N. Y. Phone, CIrcle 7-0522. John F. Majeski, President; John F. Majeski, Jr., Vice-President; Ronald F. Eyer, Editor; Francis Q. Eaton, Assoc. Editor; M. B. Swaab, Advertising Manager; Edward L. Davis, Production Manager; Joseph Morton, Circulation Manager.

Music Business

MONTHLY: 1697 Broadway, New York, N. Y. Phone CIrcle 5-4920; George Goodwin, Publisher; John O'Connor, Editor-in-Chief; Associate Editors: Malcolm McGlasson, Howard Weissman, Stanley Goldstein, Miriam De Kilka, and Esta Silsbee.

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Musical Courier

TWICE MONTHLY. 119 West 57th Street, New York 19, N. Y. Phone, CIrcle 7-4500. Publisher, Music Periodicals Corp.; General Manager, Grace Nylen; Editor, Russell Kerr; Radio Editor, William A. Taylor.

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Musical Digest

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone CIrcle 7-1124. Alfred Human, Editor; Edward Smith, Assoc. Editor; Roland Gelatt, Harold Schoenberg, contributing editors: Jean Carlu, Art Director.

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Music Trade Review

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-5842. Editor, Carleton Chace; Circulation Manager, B. Borin.

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The Parts Jobber

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-5842. Editor and Business Manager, Mal Parks.

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Printers' Ink

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MUrray Hill 3-6500. Publisher, Printers' Ink Publishing Co.; President and Publisher, C. B. Larrabee; Advertising Director, Henry W. Marks; Editor, Eldridge Peterson; Managing Editor, Frank LaClave; News Editor, Thomas M. Jones; Radio, W. Richard Brunner—Victor Dallaire. BRANCH OFFICES: 6 North Michigan Ave., Chicago 2, Ill. Harold E. Green, Associate Editor; Statler Building, Boston 16, Mass., E. P. Meade, Manager; 629 W. 35th St., Los Angeles 7, Calif., Louis F. Thomann, Western Editor; 1722 Rhodes-Haverty Building, Atlanta 3, Ga., H. F. Cogill, Manager; 1175 Woodury Road, Pasadena 6, Calif., J. W. Conrow, Manager.

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Proceedings of the I.R.E. And Waves and Electronics

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone MEdallion 3-5661. Publisher, Institute of Radio Engineers; President, Frederick B. Llewellyn; Vice-President, Edmund M. Deloraine; Treasurer, William G. White; Editor, Alfred N. Goldsmith; Secretary, Haraden Pratt; Executive Secretary, George W. Bailey; Advertising Manager, William C. Copp.

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Q S T

and The Radio Amateurs Handbook

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; General Manager and Editor, Kenneth B. Warner; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton; Technical Editor, George Grammer.

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Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. Hugo Gernsback, Editor-in-chief; Fred Shunaman, Managing Editor; M. H. Gernsback, Consulting Editor; R. F. Scott, W2PWG, Technical Editor; I. Queen, W2OUX, Editorial Associate; Elmer Fuller, Shortwave Editor; John J. Lamson, Advertising Director. BRANCH OFFICES: 308 W. Washington St., Chicago 6, Ill.; 405 Erie Bldg., Cleveland, Ohio, Burdette Phillips, Manager; 307-8 Boulevard Bldg., Detroit Mich., C. Frank Holstein, Manager; 606 South Hill St., Los Angeles 14, Calif., Ralph H. Harker, Manager; 582 Market St., San Francisco 4, Calif., Ralph H. Harker, Manager.

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Radio Life

WEEKLY. 1541 Rodney Drive, Los Angeles 27, Calif. Phone, Normandy 2-7080. Pulisher, Carm M. Bigsby; Editor, Evelyn A. Bigsby; Assistant Editor, Shirley Gordon; Business Manager, Robert G. Johnson; Advertising Manager, Gene Jones. Editorial Office, 1558 North Vine St., Hollywood 28, Calif. Phone, HE 2025.

Radio Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WIsconsin 7-6336. Publisher, John W. Alicoate; Treasurer and General Manager, Donald M. Mersereau; Editor, Frank Burke; Vice President and Business Manager, Marvin Kirsch; Vice-president, Chester B. Bahn; Secretary, Charles A. Alicoate. Managing Editor, M. H. Shapiro; Los Angeles Correspondent, Ralph Wilk; Washington Correspondents, Andrew H. Older, 6417 Dahlonega Road, Phone Wisconsin 3271; Manning Clagett, 2122 Decatur St., N.W., Phone Hobart 7627; Chicago (1) Nat Green, 1417 Ashland Bldg., 155 N. Clark St. Phone, State 2332. Oakland 4545. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood 28, Calif., Phone, Granite 6607, Ralph Wilk, Manager.

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Proceedings of the Radio Club of America

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. President, A. Hazeltine; Vice-President, O. J. Morelock; Treasurer, J. J. Stanley.

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Radio Mirror Magazine

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LExington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor, Jack Zasorin; Associate Editor, Evelyn Fiore. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; Manager, Lee Andrews, 8949 Sunset Blvd., Hollywood, Calif.; Hollywood Correspondent, Iris Noble, 15041, Del Gado Drive, Sherman Oaks, Calif. Phone, Irving 1518-M.

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Radiomonde

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; publisher: Radio Publications Limited; Editor: Marcel Provost.

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Radio News

MONTHLY. 185 No. Wabash Ave., Chicago, Ill. Phone, Andover 5200. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; General Manager, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, WIsconsin 7-0400, Executive Assistant, Charles R. Tighe; 8th & Hill St. Bldg., Los Angeles, Calif., Phone, Tucker 9213, Wm. L. Pinney, Western Advt. Manager; 1319 F St., N.W., Washington, D. C., Phone, Executive 2502, Fred Hamlin, Washington Editor.

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Radio & Appliance Journal

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-5842. Kolpar Publications, Inc. Alex H. Kolbe, Publisher; Mal Parks, Vice-Pres. & Gen. Mgr.; Betty Borin, Circulation Manager; Irving N. Cooper, Jr., Eastern Advertising Manager. BRANCH OFFICES: 30 N. La Salle St., Chicago, Ill. Gordon Ewing, Manager; 412 West 6th St., Los Angeles, Calif., Phone, Vandyke 8815, Frederick Stern, Manager; 6 Rue de Pascal, Brussels, Belgium, Julian Block, Manager.

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Radio Showmanship

MONTHLY. 1004 Marquette Ave., Minneapolis 2, Minn. Phone, BRidgeport 0181. Don Paul Nathanson, Publisher; Marie Ford, Editor.

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Radio & Television Retailing

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell.

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Radio and Television Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; General Advertising Manager, Sidney E. Davis. Correspondents in principal cities.

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Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, J. Myles Leckie; Secretary-Treasurer, E. R. Comte. BRANCH OFFICE: 515 Broadview Ave., Toronto, Phone, Gerrard 1144.

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Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; Managing Editor, Fred A. Given; Assoc. Editor, Chester I. Soucy; Advertising Rep., John C. Patton.

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Radio World

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; Publisher: Radio Publications Limited; Marcel Provost, Managing Editor.

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Sales Management

SEMI-MONTHLY, with two special issues, Survey of Buying Power. 386 Fourth Ave., New York 17, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; General Manager, Philip Salisbury; Managing Editor, A. R. Hahn; Advertising Service anager, R. E. Smallwood. BRANCH OFFICES: 333 N. Michigan Ave., Chicago 1, Ill., C. E. Lovejoy, Jr., Manager. 15 East De La Guerra, Santa Barbara, Cal., Warwick L. Carpenter, Manager.

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Service Magazine

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 4-0170. Publisher, Bryan Davis Publishing Co., Inc.; Editorial Director, Lewis Winner; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; Vice-Pres.-Gen. Mgr., Paul S. Weil.

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Sponsor

MONTHLY. 40 W. 52nd St., New York 19, N. Y. Phone, PLaza 3-6216. President and Publisher, Norman R. Glenn; Editor, Joseph M. Koehler; Advertising Director, Charles E. Maxwell.

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CIrcle 7-4500

Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago 1, Ill. Phone, Randolph 5616. Publisher and Chairman of the Board, Walter E. Botthof; President, Richard A. Trenkmann; Exec. Vice-Pres. and Treas. C. Laury Botthof; Exec. Vice-Pres. in Charge New York Office, Albert William Moss; Secretary, Elsa Laury Botthof. BRANCH OFFICES: 420 Lexington Ave., New York 17, N. Y., Phone, LExington 2-6611; 816 W. Fifth St. Los Angeles 13, Calif., Don Harway, Pacific Coast Representative.

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Televiewer

BI-MONTHLY. 11 West 42nd St., New York City. Phone, LOngacre 5-1683. Irwin A. Shane, Editor and Publisher.

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The Televiser

BI-MONTHLY. 11 West 42nd Street, New York 18, N. Y., Phone, LOngacre 5-1683. Publisher, Irwin A. Shane; Editor, Judy Dupuy; Business Manager, Morris Cooper; Advertising Manager, George Webster.

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Television Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WIsconsin 7-6336. Publisher, John W. Alicoate; Treasurer and General Mgr., Donald M. Mersereau; Editor, Frank Burke; Vice-Pres. and Business Manager, Marvin Kirsch; Managing Editor, M. H. Shapiro; Vice-president, Chester B. Bahn; Secretary, Charles A. Alicoate. Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Nat Green, 1417 Ashland Bldg. 155 N. Clark St. Phone, State 2332.

BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood 28, Calif., Ralph Wilk, Manager. Published regularly as a supplement to RADIO DAILY.

Television Magazine

MONTHLY. 600 Madison Ave., New York, N. Y. Phone, PLaza 3-5748. Frederick Kugel Co. Editor-Publisher, Frederick A. Kugel; Managing Editor, Mary Gannon; Washington, Dorothy Holloway; T. R. Kennedy, Jr., Technical Editor; Sidney Lane, News Editor; Jack Kilpatrick, Patents; Lawrence Sweeney, Business Manager; Evelyn Hellem, Circulation Manager.

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Tide

WEEKLY. 232 Madison Ave., New York 16, N. Y. Phone, MUrray Hill 3-7700. President and Publisher, Edwin F. Thayer; Editor, Reginald T. Clough; Vice-President, J. F. Weintz; Radio Editor, Samuel Chase; Los Angeles Representative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Franklin 1040, O. F. Knoebber, Crosby Vining, Elinor Zeigler, Senior Associate Editor; 607 South Hill St., Los Angeles, Calif., Vandike 7386, H. J. Birch & Co., J. V. Fisler, Assoc. Editor; 300 Montgomery St., San Francisco, Calif., Douglas 4393, R. J. Birch & Co., R. J. Birch.

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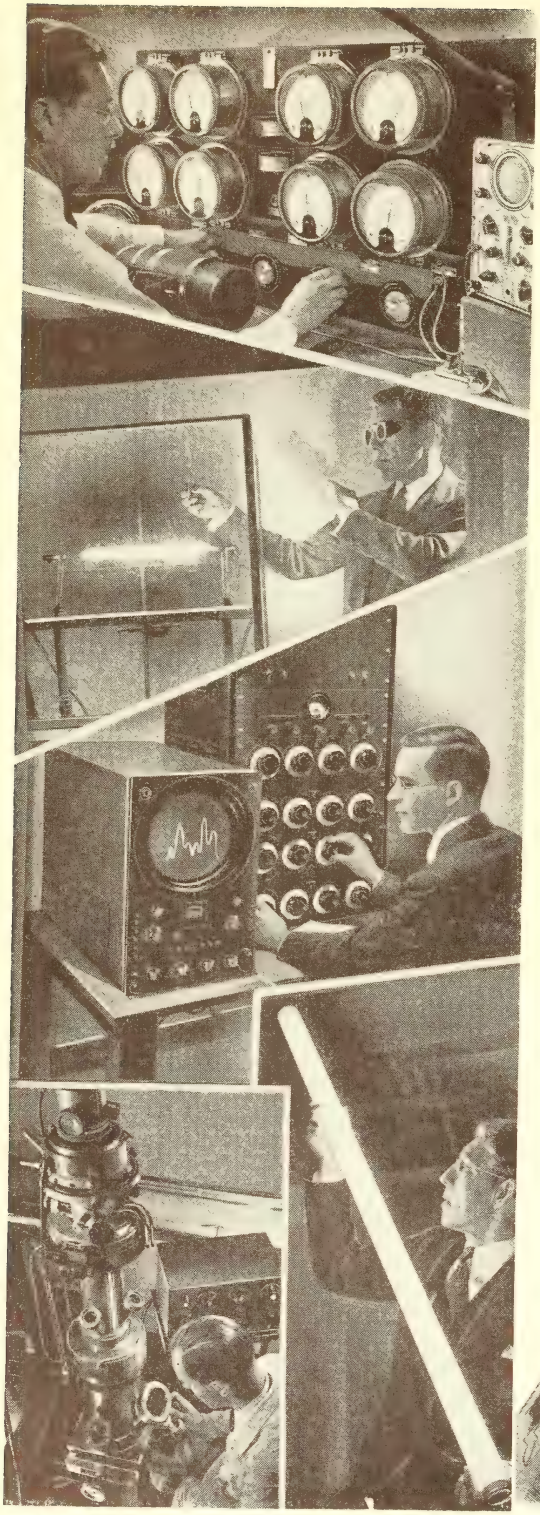
TV

103 Park Ave., New York 17, N. Y. Phone, MUrray Hill 4-1562. Martin Codel, President & Publisher; Edward Codel, Vice President & Advertising Director; George M. Hakim, Managing Editor; F. Reese Brown, Associate Editor; Patricia Murray, Associate Editor; Earl Abrams, Washington Editor; A. E. Long, Circulation Manager; Robert S. Lathrop, Art Director; Richard Irving, Advertising Production; F. Masters, Circulation Manager. BRANCH OFFICES: 1519 Connecticut Ave., N.W. Washington 6, D. C. Phone, Michigan 2020. Martin Codell, President; 684 South Lafayette Park Place, Los Angeles 5, Calif. Phone Drexel 4388, Robert Walker, Manager; 68 Post St. San Francisco 4, Calif. Phone Sutter 5568, Roger Parrott, Manager.

•

Variety

WEEKLY. 154 West 46th St., New York 19, N. Y. Phone, BRyant 9-8153. Publisher Sid Silverman; Editor, Abel Green; Business Manager, Harold Erichs; Radio Editor, Geo. Rosen; Advertising Manager, Louis Rydell; Production Manager, Murray Rann. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Bill Hunt; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.



Reach the DOERS of the Industry

WITH THE HELP OF

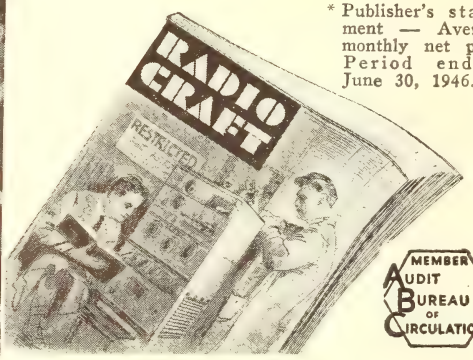
RADIO CRAFT

The men who make the radio industry tick are the technicians, servicemen and engineers—all readers of RADIO-CRAFT. It is a publication expressly designed for the busy thinkers of the radio fraternity. Its articles are stripped of glamour and non-essentials, providing streamlined, down-to-earth usable facts.

RADIO-CRAFT supplies worthwhile news of radio, radar, television, industrial electronics, atomics and allied subjects—news that is fresh and absolutely authentic. Business events and personalities are omitted to provide space for technical developments.

For 17 years the editors of RADIO-CRAFT have been serving this rich menu of meaty articles, month after month, to its readers. The goodwill created carries over to the advertising pages. Needless to say such reader interest is of inestimable value to you as an advertiser. Take advantage of both quality and quantity (76,686)* circulation. Send for complete facts and rates.

RADIO-CRAFT
25 WEST BROADWAY, NEW YORK 7, N. Y.



* Publisher's statement — Average monthly net paid. Period ending June 30, 1946.

MEMBER AUDIT BUREAU OF CIRCULATIONS

CANADA

is your best friend and nearest customer.

•

"CANADIAN BROADCASTER"

is the only Business Paper devoted exclusively to Canadian Broadcasters and their Sponsors

•

Twice a Month

$2.00 a year — $5.00 for 3 years

•

Sample Copy on Request

Canadian Broadcaster

371 Bay Street
Toronto 1
Canada



Copywriters are such unhappy people

They get that way from writing copy!

Take this ad, for instance. The copy is supposed to tell what ABC has been up to in the past year. How it's been a good year.

But there's a catch to it. No horn-blowing, please, say the brass hats. No back-patting. Sure, you can mention that Sterling Drug, Derby Foods, Eversharp-Schick and other top advertisers joined the fold—but don't *brag* about it. Of course say something about ABC bagging Bing Crosby . . . and coming up with Henry Morgan, the comedy sensation of the year . . . and getting the all-time-high Hooper for any commercial broadcast (67.2) with the Louis-Conn broadcast. And even a word about the 9.0 Hooper for the Fat Man, an amazing Hooperating for a sustainer. Sure, get 'em all in the ad, but be *humble* about it.

Somewhere in there, too, say the big boys, mention that American Television Society Award. And the memorable "readings" of John Hersey's "Hiroshima." That's about all, except that the number of American Broadcasting Company stations has been upped from 194 to 238 . . . that ABC is now *first* in network food advertising . . . that night-time Hoopers all week long average 13% higher than a year ago.

Oh, if only the copywriter could shout from the housetops "*Boy, what a year!* We've made some swell progress and we've got even sweller plans!" But he can't. You just don't *do* that sort of thing if you're a copywriter.

ABC American Broadcasting Company

A NETWORK OF 238 RADIO STATIONS SERVING AMERICA

NETWORKS



NATIONAL



REGIONAL



The Eastern Iowa Market Story is Quickly Told

WMT

Reaches Rich Agricultural—

Industrial Eastern Iowa—

COMPLETELY!

IOWA and **WMTland** lead the nation in per capita wealth (1946 estimated buying income per family is $4824.00—Sales Management Index.)

WMT is "in the heart of the greatest farming country on earth." *(1946 Bumper Crops mean record farm incomes.)*

IOWA ranks 16th in U. S. MANUFACTURING, yet, almost 50% of WMTland's income comes from diversified industries.

WMT reaches 1,131,782 people within its 2.5 MV contour.

WMT reaches approximately 3,500,000 people within its 0.5 MV contour.

WMT has **greater** population coverage within its 2.5 MV line than any other station in Iowa.

WMT's NEWS Network covers WMTland . . . 40 WMT correspondents throughout the state, plus UP, AP and INS relay up-to-the-minute news.

WMT's Farm Bureau serves WMTland with farm programs that have real farm appeal.

WMT is Eastern Iowa's **only** CBS station, bringing to WMTland exclusively those **great** CBS day and nighttime programs.

CEDAR RAPIDS
WATERLOO
5000 Watts Day and Night
CBS Basic Network

Member MID-STATES Group

at 600 KC's IOWA'S BEST FREQUENCY

Contact your KATZ representative for availabilities



MARK WOODS
President

RADIO, which celebrated is 25th birthday in 1945, grew up in a hurry during the years between Pearl Harbor and V-J Day, and having reached maturity, last year turned the spotlight of constructive criticism on itself.

Through such programs as the ABC broadcast of "America's Town Meeting," in which the question "Is Radio Serving The Public Interest?" was discussed, and other network programs in which the broadcasting industry was analyzed by industry members as well as by outside critics, radio programming in 1947 is expected to advance considerably.

●

In all phases of broadcasting, including FM and television, the American Broadcasting Company expects to expand operations in 1947. In Los Angeles, ABC has been granted channel seven for television operations and the site of its transmitter is Mount Wilson, the best location in the area. As additional construction permits are received this network will place facilities in operation as soon as possible under the uncertainties of equipment production.

The year just concluded saw radio broadcasting successfully gear itself to the post-war readjustment of industry in the United States. Despite equipment shortages and strikes, which in some instances forced sponsors temporarily to put aside their plans to use radio, ABC's gross time sales for 1946 amounted to $40,617,130, an increase of $571,164 as compared with gross billings of $40,045,966 reported for the previous year.

●

Heralding the optimistic outlook held at ABC for 1947 was the announcement made late last year that two full hour symphonic programs were sold within a week of each other. Beginning January 19, "Musical Digest" magazine-assumed sponsorship of the Detroit Symphony under a 52-week contract, and on January 21, the John Hancock Mutual Life Insurance Company made its debut in radio with the sponsorship of the Boston Symphony.

With the issuance of Rate Card Number 2, ABC provided that despite anticipated rising costs elsewhere in advertising, a sponsor will be able to maintain his advertising budget with the assurance that costs for time periods on the network will remain constant.

In addition to our sponsors, much of the credit for the successful year just closed by ABC must go to its 235 affiliated stations and to the many specialists employed by the network to broadcast special programs.

●

Meantime, during 1946 great stress has been laid on programming and as a result ABC closed the year with a well-balanced program lineup running the gamut from specially built adventure programs for children through its highly praised programs designed to combat juvenile delinquency to such skilled works as the broadcasts of the Metropolitan Opera, and notable forums such as America's Town Meeting. In addition, during the closing months of 1946, Henry Morgan —termed, by many listener polls, "radio's most promising star"—began his network program and in three weeks gained Eversharp, Inc., as a sponsor. The new Bing Crosby show likewise made radio history.

Attesting to ABC's skillful programming is the incomparably high number of network-built programs which have been purchased during 1946 by sponsors for airing on the network.

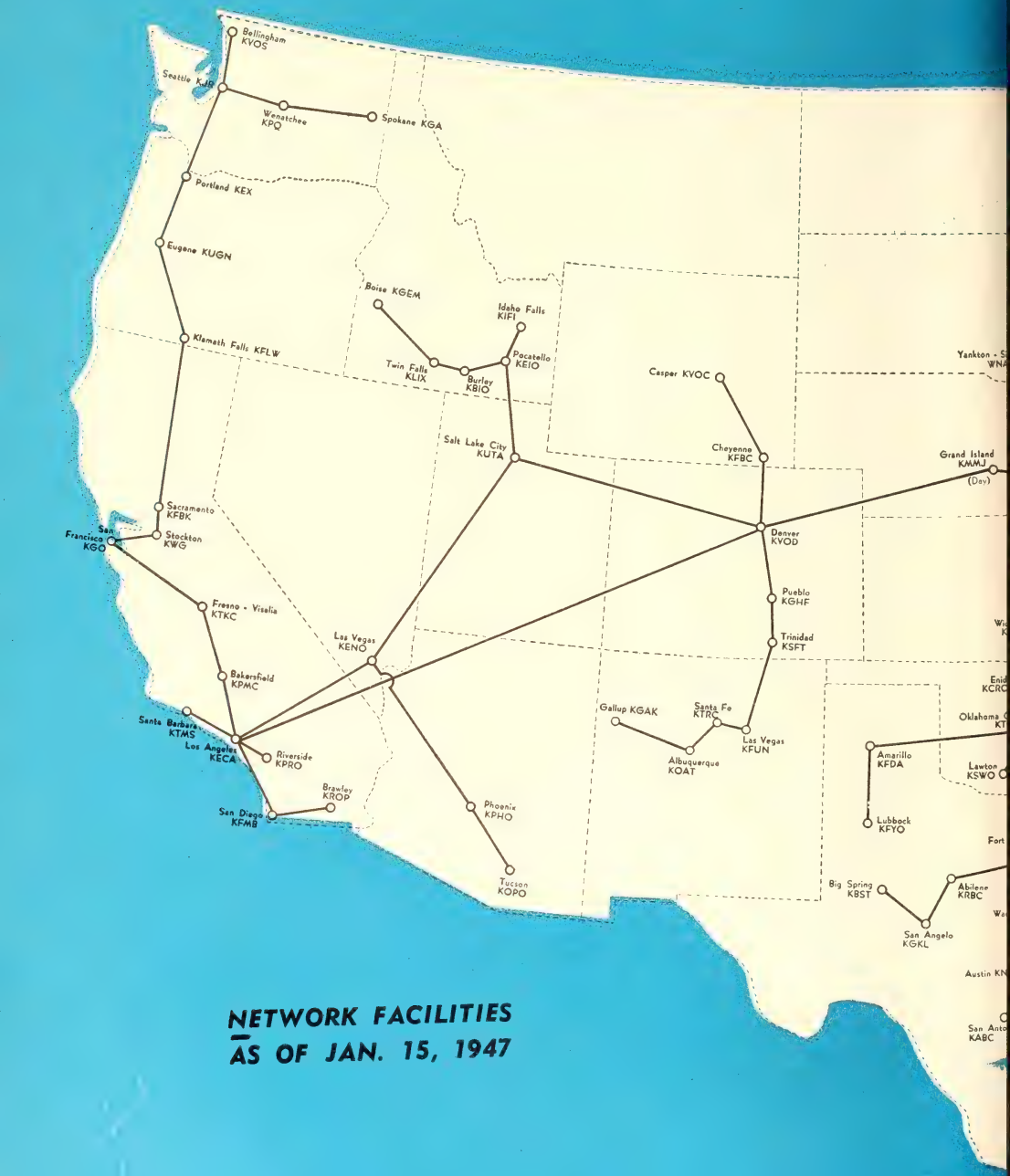
●

Growth of ABC as a network can best be measured by the 235 affiliated stations at the close of 1946 as compared with 195 reported in the 1945 review for Radio Annual. To the sharp increase in the number of stations must be added the many facilities improvements including power increases granted by the Federal Communications Commission to ABC affiliated stations during the past year.

That advertisers are taking advantage of these facilities gains and improvements on ABC can be seen from the expanded lineup of sponsors on the network.

ABC

AMERICAN BROAD

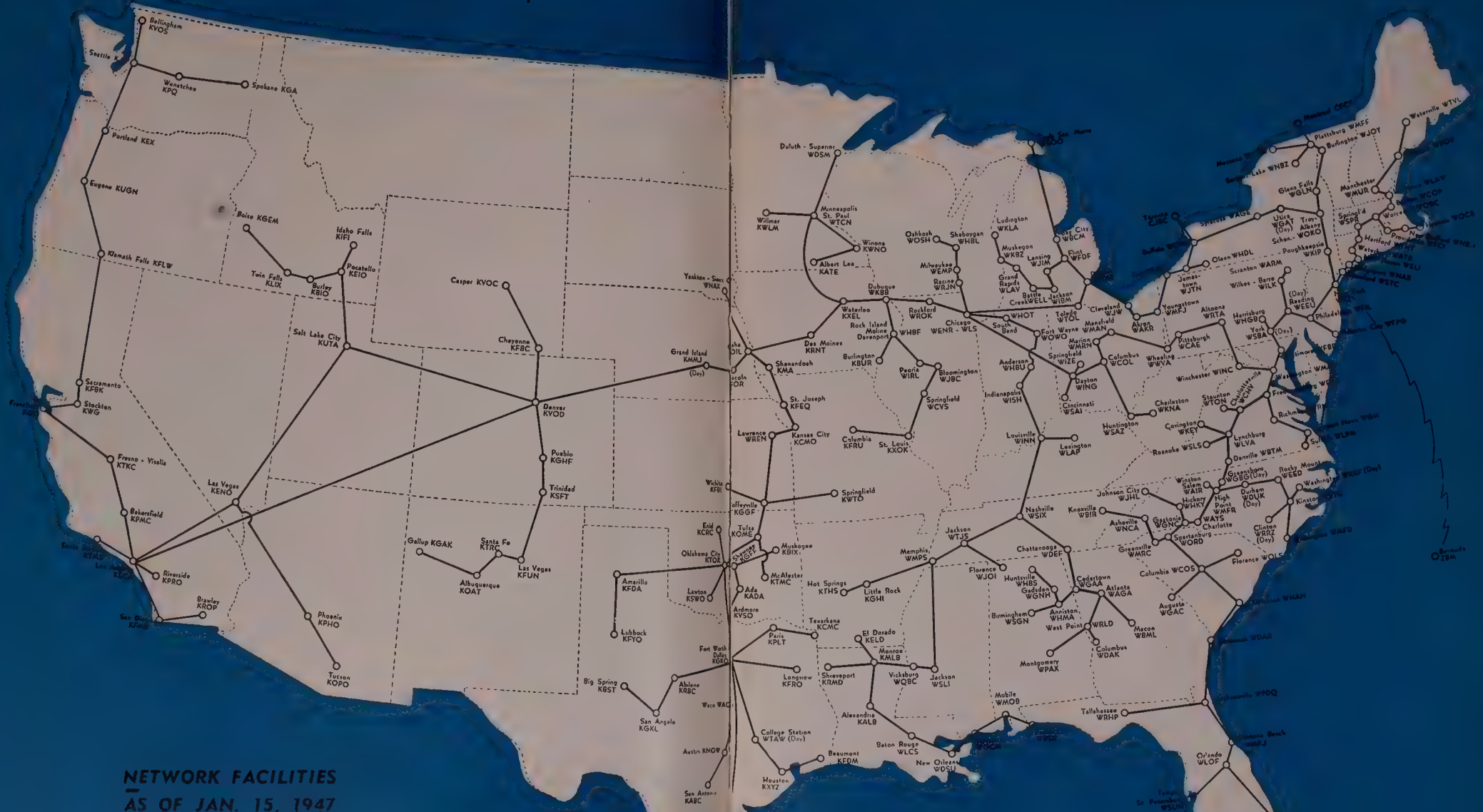


NETWORK FACILITIES
AS OF JAN. 15, 1947

CASTING COMPANY



AMERICAN BROADCASTING COMPANY



NETWORK FACILITIES
AS OF JAN. 15, 1947

AMERICAN
Broadcasting Company, Inc.

R. C. A. Bldg., 30 Rockefeller Plaza
New York 20, N. Y.
(Telephone Number CIrcle 7-5700)

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Olive D. McCann.....Supervisor of Research
Roy McLaughlin
Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.
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Foster May.....Manager of News
Norman Ostby.....Asst. to Vice. Pres. in Charge
Thomas Palmer.....Mgr. Technical Operations
Clyde Scott.....General Manager KECA
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Mgr. Production-Program Operations
J. Donald Wilson....Dir. Program and Production
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A. E. Evans.....Engineering Manager
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Robert Laws...Promotion and Publicity Manager
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Bloyce Wright.....Program Manager
Francis La Tourette.....News Manager
Lorraine Jenevein .....Continuity Editor

AMERICAN BROADCASTING CO., INC.

WJZ, New York.....Owned, operated and represented by ABC
WXYZ, Detroit.....Owned and operated by ABC
WENR, Chicago .....Owned, operated and represented by ABC
KECA, Los Angeles.....Owned and operated by ABC
WMAL, Washington .....Owned by Evening Star Publishing Co.
Represented by ABC
KGO. San Francisco . .....Owned, operated and represented by ABC

On the Calendar . . .

1947

SUN	MON	TUE	WED	THUR	FRI	SAT

KSD-TV

The ST. LOUIS POST-DISPATCH **TELEVISION** *Station*

AND

KSD-FM

The ST. LOUIS POST-DISPATCH **Frequency Modulation** *Station*



KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.



FRANK STANTON
President

TO an industry dynamic as broadcasting must necessarily be, every new year is filled with promise and challenge. If 1947's promise and challenge is realized, it will be largely because radio has spent a good deal of 1946 taking the measure of its peacetime tasks. The range of these tasks have been wide and will continue so, but their focus, unmistakably, is the nation's and the world's need for preserving our hard-won peace and for extending its benefits.

It is not by mere chance that the Columbia network's reemphasis on programs, with a marked increase in public affairs broadcasts, and William S. Paley's recent pronouncement on radio's need for earnest self-examination are inter-related aspects of radio's reconversion. The past year also saw the realization of Columbia's color television development in public demonstrations and an extensive hearing before the FCC.

●

In the field of news coverage, reconversion was not merely a matter of shifting the emphasis to domestic affairs. New program formats needed to be devised and realignments of overseas reporting staffs, newsgathering and transmitting facilities effected. These things were done with the conviction that spreading news and knowledge of peace would be as important and exacting as any of radio's wartime responsibilities. A preview of a network newsroom's place in the post-war scheme of things, incidentally, was spotlighted when CBS reluctantly decided to withdraw its staff correspondent from Moscow. The decision was made after the Soviet Ministry of Foreign Affairs informed CBS that shortwave facilities for transmission to the United States would no longer be available to foreign broadcasters.

Many of the findings were clearly summarized in the facts compiled by the University of Denver's National Opinion Research Center. These showed, among other things, that 84 per cent of the public believes radio is doing a good or excellent job as compared with substantially smaller percentages holding the same opinion concerning the press, schools, church and government.

●

Mr. Paley's address before the 24th annual convention of the National Association of Broadcasters clearly defined objectives for the future. One of Mr. Paley's conclusions, the need for keeping the listening public adequately informed of radio's operations and inherent problems was turned immediately into action. Beginning December 1, 1946, and continuing for an indefinite number of weeks, CBS is undertaking to help radio listeners reason more intelligently about broadcasting by a series of programs entitled "Time for Reason—About Radio."

●

The most striking result of Columbia's endeavors in the field of television, at the end of 1946, has been to enable the American people to make an intelligent decision based on factual data and practical considerations concerning the kind of television they want—color or black-and-white. To achieve this vantage point for the public, Columbia expended more than $2,000,000 in two years, maintained a laboratory staff numbering more than 100, and held over 200 demonstrations for representatives of government, industry, press and public.

Exhaustive field tests were made to demonstrate the immediate serviceability of color television in large urban areas. A dual-band combination receiver was developed to permit reception of black-and-white as well as color television programs. A fully electronic receiver tube was demonstrated for use in projection or direct viewing under sequential standards. The actuality of color was further underlined by licensing of three major manufacturers to produce transmitter equipment and home receivers for color television. In December the FCC conducted a public hearing to decide on commercial operation of color television stations to operate in competition with present black-and white stations.

The Commission's decision will probably be handed down early in 1947. And until that decision is known, all predictions for near future of tele should be withheld.

CBS

COLUMBIA BROAD



NETWORK FACILITIES
AS OF JAN. 1, 1947

CASTING SYSTEM



COLUMBIA BROAD CASTING SYSTEM



NETWORK FACILITIES
AS OF JAN. 1, 1947

COLUMBIA
Broadcasting System, Inc.

Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: WIckersham 2-2000

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W. Clark Harrington
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Detroit Office Network Sales, Fisher Building
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R. G. Thompson
Manager of Technical Operations, Eastern Div.

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Henry Wefing ..Asst. Dir. of News Broadcasts

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Leon Levine.....Assistant Director of Education
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John Pfeiffer.....Science Director

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William Ogden ...Representative Detroit Office
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L. D. Larimer.....Representative, Los Angeles
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John P. Cowden..Director of Promotion Service for C-O Stations & Radio Sales

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410 North Michigan Avenue
Ralph S. Hatcher....Central Division Manager
Los Angeles Office, Station Relations
Columbia Square
Edwin Buckalew....Western Division Manager

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Worthington Miner.....Director of Television
Leonard Hole .....Director of Plans Division
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James Kane.....Manager of Press Information

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G. Richard Swift,
Program Director and Asst. Gen. Mgr.
Don Miller .....Sales Manager
Henry Grossman.....Chief Engineer
Jules Dundes.....Sales Promotion Manager
Henry Untermeyer ...Director of Special Events
D. Gordon Graham.....Asst. Program Director
William Ellwell..Manager of Program Operations

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Harold Dorschug .....Director of Engineering, Sound and Transcriptions
Marie Houlahan...Director of Press Information
Guy C. Cunningham..Director of Sales Promotion
H. Roy Marks.....Assistant Sales Manager

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Walter Preston.....Act. Dir. of Program Dept.
Urban Johnson.....Chief Sound Technician
G. V. Sherman.....Chief Engineer of WBBM
Everett Holles.....News Editor
Robert Savage .....Sales Promotion Manager
Erwin H. Shomo.....Sales Manager
George T. Case....Assistant Program Director
Don E. Kelley.. ...Director Press Information
Louis Lazarus .....Accountant

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625 Second Avenue, South.
Austin E. Joscelyn.....General Manager
J. J. Beloungy.....Chief Engineer
Thomas Dawson.....Sales Manager
John Lucas .....Accountant
Carl Small Ward....Manager of Sales Promotion and Director of Press Information

LOS ANGELES—KNX
Columbia Square
D. W. Thornburgh....Vice President in Charge of Western Division and Gen Mgr. of KNX
Harry W. Witt....Assistant General Manager
Charles D. Ryder, Jr.....Manager of Accounting, Personnel and Purchasing
Lester Bowman.....Mgr. of Tech. Operations Western Division and and Chief Eng. of KNK
Clinton Jones.....News Editor
Hal Hudson.....Western Program Director
Charles Vanda.....Program Director
Lloyd Brownfield...Director of Press Information
Ralph W. Taylor....Manager of Sales Promotion
Chet Huntley
Director of Special Features and Public Events
J. Archie Morton.....Sales Manager, KNX
Ben Paley.....Production Manager
Charles E. Morin
Sales Manager, Columbia Pacific Network
George W. Allen
Program Director, Columbia Pacific Network

SAN FRANCISCO OFFICE
Palace Hotel
Wayne Steffner.....Manager

ST. LOUIS—KMOX
401 South Twelfth Blvd.
Wendell B. Campbell.....General Manager
Jerry Hoekstra,
Director Special Events and Press Information
Harry Harvey.....Chief Engineer
David Sutton.....General Sales Manager
J. Soulard Johnson.....Director Public Relations
Jack Sexton.....Director of Program Sales
Robert F. DeVoe.....Supervisor of Accounting, Personnel and Office
Carrington W. Doebler
Director of Sales Promotion

WASHINGTON—WTOP
Earle Building
Earl H. Gammons,
V.P. and Director of Washington Office
Carl Burkland.....General Manager of WTOP
Martin D. Wickett.....Program Director
Edward E. Scovill...Supervisor of Public Affairs
Clyde Hunt.....Chief Engineer
Maurice Mitchell.....Sales Manager
Roy Passman....Director of Program Operations

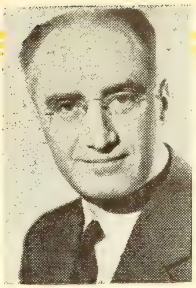
Stations Owned and Operated By

COLUMBIA BROADCASTING SYSTEM

WCBS, New York
WBBM, Chicago
WCCO, Minneapolis-St. Paul
WTOP, Washington, D. C.
KMOX, St. Louis
KNX, Los Angeles
WEEI, Boston

Television Stations:
WCBS-TV, New York

FM Stations:
WCBS-FM New York
WBBM-FM, Chicago



EDGAR KOBAK
President

HERE we are facing another year, and the network Presidents are all facing the problem of their annual statements to the radio business papers. This is an assignment I take a little more seriously each year because it gets to be a little more difficult each year. I don't particularly relish the role of prophet, but I do like to make the annual statements as honest and realistic as possible.

Looking toward 1947, I frankly see nothing ahead more clearly than a big pile of hard work to be done. I think it is bound to be a year in which re-appraisal of values and re-aligning of sights will be very much in vogue.

During 1946 we have seen the breaking of the status quo of the war years and the establishment of a great number of new stations, coupled with the expansion of networks, notably Mutual. During 1946 we also passed through the experience of a change from a "war economy" in advertising to the economy of stringency brought about by material shortages, labor difficulties and other largely unexpected obstacles.

●

As far as Mutual is concerned, we have been buckling down to the task of fitting our network to the needs of a competitive, stringent economy—while at the same time increasing our penetration of hometown America by the addition of stations in many markets which heretofore have been deprived of Mutual Network service. Our job has been to expand our coverage and at the same time to keep prices down, and we enter 1947 with a sense of very real achievement in having so largely reached this goal.

●

In building new programs for 1947—both sustaining shows and those intended for sale—and including programs which have a definite public service aim as well as those whose sole object is entertainment—we are holding our ideas to a very simple basic pattern. We are making a very special effort to build our programs with primary concern for the viewpoint of the average listener. Instead of thinking in grand terms—what might be called the "auditorium school of thought"—we are thinking in intimate terms, the "living-room school," or maybe the "kitchen school" if you like. No matter how large or broad or comprehensive a basic program idea may be, we plan in 1947 to hold it to its simplest factors—its impact upon the ears and minds of individual listeners.

We don't expect this thinking to win many headlines of itself because it is not sensational or even dramatic, but we think it is practical, that it is in keeping with the tone of 1947 as we sense it, and we hope it will produce results which will win their own headlines.

●

While we shall, of course, continue our search for new comedians, artists and writers, one of our chief objectives will be to build new and different types of programs which can be made available for commercial sponsorship at reasonable cost, because we believe 1947 will be a year in which good "idea" programs that do not cost too much will be the most salable shows. We believe that sponsors will be watching the dollars more closely than ever in 1947—not merely because the times are conducive to such careful watching of expenditures, but because advertisers are all the time learning more about the proper control of the advertising dollar and are getting keener sense of values in all forms of advertising including network broadcasting.

This keener sense of value is, of course, being aided by the improved factual material made available by the various research agencies. We feel that there has been a very healthy clearing up of the situation in respect to radio research, particularly in program audience research.

●

From the standpoints of network and station development, of programming, and of advertising strategy, of research and fact-finding, and of the use to be made of the facts when they are found—from all of these standpoints. I believe that 1947 will be a year of noses applied to grindstones, of saws being applied to wood and of sledge hammers being applied to the rock pile. We have to stick to it.

MBS

MUTUAL BROAD



Alabama
WCTA ANDALUSIA
WJLD BESSEMER
WTNB BIRMINGHAM
WMSL DECATUR
WAGF DOTHAN
WJBY GADSDEN
WBHP HUNTSVILLE
WKRG MOBILE
WMGY MONTGOMERY
WLAY MUSCLE SHOALS
WJHO OPELIKA
WHBB SELMA
WFEB SYLACAUGA
WHTB TALLADEGA

Arkansas
KAMD CAMDEN
KGRH FAYETTEVILLE
KFPW FORT SMITH
KHOZ HARRISON
KFFA HELENA
KWFC HOT SPRINGS
KBTM JONESBORO
KXLR LITTLE ROCK
KOTN PINE BLUFF

Bermuda
ZBM HAMILTON

California
KAFY BAKERSFIELD
KHSL CHICO
KXO EL CENTRO
KIEM EUREKA
KFRE FRESNO
KNX LOS ANGELES
KMYC MARYSVILLE
KYOS MERCED
KDON MONTEREY
KVCV REDDING
KXOA SACRAMENTO
KFSM SAN BERNARDINO
KGB SAN DIEGO
KFRC SAN FRANCISCO
KVEC SAN LUIS OBISPO
KVOE SANTA ANA
KDB SANTA BARBARA
KCOK TULARE-VISALIA

Colorado
KFEL DENVER
KFXJ GRAND JUNCTION

Connecticut
WICC BRIDGEPORT
WONS HARTFORD
WNLC NEW LONDON
WWCO WATERBURY

Delaware
WILM WILMINGTON

District of Columbia
WOL WASHINGTON

Florida
WIRA FORT PIERCE
WRUF GAINESVILLE
WJHP JACKSONVILLE
WKWF KEY WEST
WKAT MIAMI
WTMC OCALA
WDLP PANAMA CITY
WTSP ST. PETERSBURG-TAMPA
WTAL TALLAHASSEE

Georgia
WALB ALBANY
WATL ATLANTA
WBBQ AUGUSTA
WMGR BAINBRIDGE
WMOG BRUNSWICK
WBHF CARTERSVILLE
WMJM CORDELE
WMOC COVINGTON
WBLJ DALTON
WMLT DUBLIN
WRDW ELBERTON
WBHB FITZGERALD
WGGA GAINESVILLE
WKEU GRIFFIN
WLAG LA GRANGE
WNEX MACON
WNVG MILLEDGEVILLE
WRGA ROME
WCCP SAVANNAH
WWNS STATESBORO
WRLC TOCCOA
WGOV VALDOSTA
WAYX WAYCROSS

Hawaii
KHON HONOLULU

Idaho
KID IDAHO FALLS
KRLC LEWISTON
KFXD NAMPA-BOISE
KVMV TWIN FALLS
KWAL WALLACE

Illinois
WGN CHICAGO
WGIL GALESBURG
WJPF HERRIN
WHBF ROCK ISLAND-DAVENPORT

Indiana
WIBC INDIANAPOLIS
WASK LAFAYETTE
WKBV RICHMOND
WAOV VINCENNES

Iowa
WMT CEDAR RAPIDS
KROS CLINTON
KRNT DES MOINES
KDTH DUBUQUE
KVFD FORT DODGE
KFJB MARSHALLTOWN
KBIZ OTTUMWA
KMA SHENANDOAH
KTRI SIOUX CITY
KICD SPENCER

Kansas
KVAK ATCHISON
KTSW EMPORIA
KIUL GARDEN CITY
KVGB GREAT BEND
KSAL SALINA
KFBI WICHITA

Kentucky
WLBJ BOWLING GREEN
WFKY FRANKFORT
WHLN HARLAN
WSON HENDERSON
WQRC LOUISVILLE
WOMI OWENSBORO
WKYB PADUCAH

Louisiana
KPDR ALEXANDRIA
WNOE NEW ORLEANS

Maine
WFAU AUGUSTA
WJOR BANGOR
WCOU LEWISTON-AUBURN
WMTW PORTLAND

Maryland
WCBM BALTIMORE
WJEJ HAGERSTOWN
WBOC SALISBURY

Massachusetts
WNAC BOSTON
WSAR FALL RIVER
WEIM FITCHBURG
WHAI GREENFIELD
WHYN HOLYOKE
WLLH LOWELL-LAWRENCE
WBRK PITTSFIELD
WAAB WORCESTER

Michigan
WATT CADILLAC
WHDF CALUMET
CKLW DETROIT
WDBC ESCANABA
WJMS IRONWOOD
WKLA LUDINGTON
WDMJ MARQUETTE
WKBZ MUSKEGON
WHLS PORT HURON
WTCM TRAVERSE CITY

Minnesota
KDDE FERGUS FALLS
WLOL MINNEAPOLIS-ST. PAUL
KVOX MOORHEAD

Mississippi
WROX CLARKSDALE
WCBI COLUMBUS
WCMA CORINTH
WJPR GREENVILLE
WJXN JACKSON
WLAU LAUREL
WMOX MERIDIAN
WELO TUPELO

Missouri
KHMO HANNIBAL
KWOS JEFFERSON CITY
WMBH JOPLIN
WHB KANSAS CITY (D)
KCKN KANSAS CITY (N)
KWOC POPLAR BLUFF
KFEQ ST. JOSEPH
KWK ST. LOUIS
KDRO SEDALIA
KTTS SPRINGFIELD

Montana
KBMY BILLINGS
KRJF MILES CITY
KOCK SIDNEY

Nebraska
KORN FREMONT
KHAS HASTINGS
KGFW KEARNEY
KFOR LINCOLN
KBON OMAHA

Nevada
KBNE BOULDER CITY
KATO RENO

New Hampshire
WKXL CONCORD
WLNH LACONIA
WKBR MANCHESTER
WHEB PORTSMOUTH

New Mexico
KOB ALBUQUERQUE
KICA CLOVIS
KWEW HOBBS
KGFL ROSWELL
KTNM TUCUMCARI

New York
WABY ALBANY
WMBO AUBURN
WBTA BATAVIA
WEBR BUFFALO
WENY ELMIRA
WWSC GLENS FALLS
WENT GLOVERSVILLE
WKNY KINGSTON
WALL MIDDLETOWN
WOR NEW YORK CITY
WSLB OGDENSBURG
WSAY ROCHESTER
WKAL ROME-UTICA
WBCA SCHENECTADY
WOLF SYRACUSE
WATN WATERTOWN

North Carolina
WISE ASHEVILLE
WBBB BURLINGTON
WAYS CHARLOTTE
WHNT DURHAM
WCNC ELIZABETH CITY
WFNC FAYETTEVILLE
WGBR GOLDSBORO
WGTC GREENVILLE
WHNC HENDERSON
WHKP HENDERSONVILLE
WJNC JACKSONVILLE
WTSB LUMBERTON
WHIT NEW BERN
WRAL RALEIGH
WCBT ROANOKE RAPIDS
WSTP SALISBURY
WOHS SHELBY
WFMC WHITEVILLE
WGNI WILMINGTON
WGTM WILSON

North Dakota
KGCU BISMARCK-MANDAN
KDLR DEVILS LAKE
KSJB JAMESTOWN
KLPM MINOT
KOVC VALLEY CITY

Ohio
WHKK AKRON
WHBC CANTON
WCPO CINCINNATI
WHK CLEVELAND
WHKC COLUMBUS
WMOH HAMILTON
WMOA MARIETTA
WSTV STEUBENVILLE
WRRN WARREN

Oklahoma
KWON BARTLESVILLE
KASA ELK CITY
KOCY OKLAHOMA CITY
KHBG OKMULGEE
WBBZ PONCA CITY
KOME TULSA

Oregon
KWIL ALBANY
KAST ASTORIA
KBND BEND
KOOS COOS BAY
KORE EUGENE
KUIN GRANTS PASS
KFJI KLAMATH FALLS
KALE PORTLAND
KRNR ROSEBURG
KSLM SALEM

Pennsylvania
WEST EASTON
WLEU ERIE
WKBO HARRISBURG
WAZL HAZELTON

ASTING SYSTEM



South Dakota
KABR ABERDEEN
WNAX YANKTON

Tennessee
WLAR ATHENS
WAGC CHATTANOOGA
WJZM CLARKSVILLE
WBAC CLEVELAND
WDSG DYERSBURG
WBEJ ELIZABETHTON-JOHNSON CITY
WGRV GREENEVILLE
WHBQ MEMPHIS
WSIX NASHVILLE
WENK UNION CITY

Texas
KRBC ABILENE
KVET AUSTIN
KIOX BAY CITY
KBST BIG SPRING
KBWD BROWNWOOD
KRIS CORPUS CHRISTI
WRR DALLAS
KFJZ FORT WORTH
KLUF GALVESTON
KGVL GREENVILLE
KTHT HOUSTON
KSAM HUNTSVILLE
KPAB LAREDO
KFRO LONGVIEW
KRBA LUFKIN
KRIG ODESSA
KNET PALESTINE
KPDN PAMPA
KPLT PARIS
KVOP PLAINVIEW
KPAC PORT ARTHUR-BEAUMONT
KGKL SAN ANGELO
KMAC SAN ANTONIO
KRRV SHERMAN-DENISON
KXOX SWEETWATER
KTEM TEMPLE
KCMC TEXARKANA
KGKB TYLER
KVWC VERNON
KVIC VICTORIA
KWTX WACO

Utah
KVNU LOGAN
KLO OGDEN
KOAL PRICE
KOVO PROVO
KALL SALT LAKE CITY

Vermont
WSYB RUTLAND
WWSR ST. ALBANS
WDEV WATERBURY

Virginia
WSAP NORFOLK-PORTSMOUTH
WNVA NORTON
WSSV PETERSBURG
WPUV PULASKI
WLEE RICHMOND

Washington
KXRO ABERDEEN
KELA CENTRALIA-CHEHALIS
KRKO EVERETT
KWLK LONGVIEW
KGY OLYMPIA
KVI SEATTLE-TACOMA
KFIO SPOKANE
KUJ WALLA WALLA
KIT YAKIMA

West Virginia
WWNR BECKLEY
WTIP CHARLESTON
WPLH HUNTINGTON
WMON MONTGOMERY
WAJR MORGANTOWN
WBRW WELCH
WBTH WILLIAMSON

Wisconsin
WHBY APPLETON
WATW ASHLAND
WSBR DULUTH SUPERIOR
KFIZ FOND DU LAC
WCLO JANESVILLE
WOMT MANITOWOC
WIBU POYNETTE-MADISON
WJMC RICE LAKE
WFHR WISCONSIN RAPIDS

Wyoming
KDFN CASPER
KODI CODY
KPOW POWELL
KVRS ROCK SPRINGS
KWYO SHERIDAN

NETWORK FACILITIES AS OF JAN. 1, 1947

MUTUAL BROADCASTING SYSTEM



Alabama
WCTA ANDALUSIA
WJLD BESSEMER
WTHB BIRMINGHAM
WMSL DECATUR
WABF DOTHAN
WJBY GADSDEN
WBMP HUNTSVILLE
WKRG MOBILE
WMGY MONTGOMERY
WLAY MUSCLE SHOALS
WJHO OPELIKA
WHBB SELMA
WFEB SYLACAUGA
WHTB TALLADEGA

Arkansas
KAMD CAMDEN
KGHN FAYETTEVILLE
KFPW FORT SMITH
KHOZ HARRISON
KFFA HELENA
KWFC HOT SPRINGS
KBTM JONESBORO
KXLR LITTLE ROCK
KOTN PINE BLUFF

Bermuda
ZBM HAMILTON

California
KAFY BAKERSFIELD
KHSL CHICO
KXO EL CENTRO
KFXM EUREKA
KFRE FRESNO
KHJ LOS ANGELES
KMYC MARYSVILLE
KYOS MERCED
KDON MONTEREY
KVCV REDDING
KXOA SACRAMENTO
KFXM SAN BERNARDINO
KGB SAN DIEGO
KPFC SAN FRANCISCO
KVEC SAN LUIS OBISPO
KVOE SANTA ANA
KDB SANTA BARBARA
KCOK TULARE-VISALIA

Colorado
KFEL DENVER
KFXJ GRAND JUNCTION

Connecticut
WICC BRIDGEPORT
WDRC HARTFORD
WNLC NEW LONDON
WWCO WATERBURY

Delaware
WILM WILMINGTON

District of Columbia
WOL WASHINGTON

Florida
WIRA FORT PIERCE
WRUF GAINESVILLE
WJHP JACKSONVILLE
WKWF KEY WEST
WKAT MIAMI
WTMC OCALA
WDLP PANAMA CITY
WTSP ST PETERSBURG-TAMPA
WTAL TALLAHASSEE

Georgia
WALB ALBANY
WATL ATLANTA
WBBQ AUGUSTA
WMGR BAINBRIDGE
WMOG BRUNSWICK
WRHM CARTERSVILLE
WMJM CORDELE
WMOC COVINGTON
WBLJ DALTON
WMLT DUBLIN
WSGW ELBERTON
WFOM FITZGERALD
WGGA GAINESVILLE
WKEU GRIFFIN
WLAG LA GRANGE
WNEX MACON
WMVG MILLEDGEVILLE
WRGA ROME
WCCP SAVANNAH
WWNS STATESBORO
WRLC TOCCOA
WGOV VALDOSTA
WAYX WAYCROSS

Hawaii
KHON HONOLULU

Idaho
KID IDAHO FALLS
KRLC LEWISTON
KFXD NAMPA-BOISE
KVMV TWIN FALLS
KWAL WALLACE

Illinois
WGN CHICAGO
WDZ GALESBURG
WJPF HERRIN
WHBF ROCK ISLAND-DAVENPORT

Indiana
WIBC INDIANAPOLIS
WASK LAFAYETTE
WKBV RICHMOND
WAOV VINCENNES

Iowa
WMT CEDAR RAPIDS
KROS CLINTON
KRNT DES MOINES
KDTH DUBUQUE
KVFD FORT DODGE
KFJB MARSHALLTOWN
KRIC OTTUMWA
KMA SHENANDOAH
KTRI SIOUX CITY
KSCJ SPENCER

Kansas
KVAK ATCHISON
KTSW EMPORIA
KUL GARDEN CITY
KVGB GREAT BEND
KSAL SALINA
KFBI WICHITA

Kentucky
WLBJ BOWLING GREEN
WFKY FRANKFORT
WHLN HARLAN
WSON HENDERSON
WGRC LOUISVILLE
WOMI OWENSBORO
WKYB PADUCAH

Louisiana
KPDN ALEXANDRIA
WNOE NEW ORLEANS

Maine
WFAU AUGUSTA
WJOR BANGOR
WCOU LEWISTON-AUBURN
WMTW PORTLAND

Maryland
WCBM BALTIMORE
WJEJ HAGERSTOWN
WBOC SALISBURY

Massachusetts
WNAC BOSTON
WSAR FALL RIVER
WEIM FITCHBURG
WMAI GREENFIELD
WHYN HOLYOKE
WLLH LOWELL-LAWRENCE
WBRK PITTSFIELD
WAAB WORCESTER

Michigan
WATT CADILLAC
WHDF CALUMET
CKLW DETROIT
WDMC ESCANABA
WJMS IRONWOOD
WKLA LUDINGTON
WDMJ MARQUETTE
WKBZ MUSKEGON
WKLS PORT HURON
WTCM TRAVERSE CITY

Minnesota
KDDS FERGUS FALLS
WLOL MINNEAPOLIS-ST. PAUL
KVOX MOORHEAD

Mississippi
WROX CLARKSDALE
WCBI COLUMBUS
WCMA CORINTH
WJPR GREENVILLE
WJXN JACKSON
WLAU LAUREL
WMOX MERIDIAN
WELO TUPELO

Missouri
KWMO HANNIBAL
KWOS JEFFERSON CITY
WMBH JOPLIN
WHB KANSAS CITY (D)
KCKN KANSAS CITY (N)
KWOC POPLAR BLUFF
KFEQ ST JOSEPH
KWK ST LOUIS
KDRO SEDALIA
KTTS SPRINGFIELD

Montana
KMMY BILLINGS
KRJF MILES CITY
KOCK SIDNEY

Nebraska
KORN FREMONT
KHAS HASTINGS
KGFW KEARNEY
KFOR LINCOLN
KBON OMAHA

Nevada
KENE BOULDER CITY
KATO RENO

New Hampshire
WKXL CONCORD
WLNH LACONIA
WKBR MANCHESTER
WHEB PORTSMOUTH

New Mexico
KOB ALBUQUERQUE
KICA CLOVIS
KWEW HOBBS
KGFL ROSWELL
KTNM TUCUMCARI

New York
WABY ALBANY
WMBO AUBURN
WBTA BATAVIA
WEBR BUFFALO
WENY ELMIRA
WWSC GLENS FALLS
WENT GLOVERSVILLE
WKNY KINGSTON
WALL MIDDLETOWN
WOR NEW YORK CITY
WSLB OGDENSBURG
WSAY ROCHESTER
WKAL ROME-UTICA
WBCA SCHENECTADY
WOLF SYRACUSE
WATH WATERTOWN

North Carolina
WISE ASHEVILLE
WBBB BURLINGTON
WATS CHARLOTTE
WHNT DURHAM
WCNC ELIZABETH CITY
WFNC FAYETTEVILLE
WGBR GOLDSBORO
WGTC GREENVILLE
WHNC HENDERSON
WHKP HENDERSONVILLE
WJMC JACKSONVILLE
WTRG KINSTON
WHIP NEW BERN
WRAL RALEIGH
WCBT ROANOKE RAPIDS
WSTP SALISBURY
WOHS SHELBY
WRNC WHITEVILLE
WGNI WILMINGTON
WGTM WILSON

North Dakota
KGCU BISMARCK-MANDAN
KDLR DEVILS LAKE
KSJB JAMESTOWN
KLPM MINOT
KOVC VALLEY CITY

Ohio
WHKK AKRON
WHBC CANTON
WCPO CINCINNATI
WHK CLEVELAND
WNKC COLUMBUS
WMOH HAMILTON
WMOA MARIETTA
WSTV STEUBENVILLE
WRRN WARREN

Oklahoma
KWON BARTLESVILLE
KASR ELK CITY
KOCY OKLAHOMA CITY
KNBO OKMULGEE
WBAZ PONCA CITY
KOME TULSA

Oregon
KWIL ALBANY
KAST ASTORIA
KBND BEND
KOOS COOS BAY
KORE EUGENE
KUIN GRANTS PASS
KFJI KLAMATH FALLS
KALE PORTLAND
KRNR ROSEBURG
KSLM SALEM

Pennsylvania
WEST EASTON
WLEU ERIE
WKBO HARRISBURG
WAZL HAZLETON
WGAL LANCASTER
WKST NEW CASTLE
WI[illegible] OIL CITY
WH[illegible] PHILADELPHIA
KO[illegible] PITTSBURGH
WN[illegible] READING
WM[illegible] STATE COLLEGE
WA[illegible] WASHINGTON
WB[illegible] WILKES BARRE
WG[illegible] YORK

Rhode Island
WE[illegible] PROVIDENCE

South Carolina
WK[illegible] COLUMBIA
WL[illegible] CONWAY
WO[illegible] DILLON
WP[illegible] HARTSVILLE
WR[illegible] [illegible] HILL
WZ[illegible] [illegible]

South Dakota
KABR ABERDEEN
WNAX YANKTON

Tennessee
WLAR ATHENS
WAGC CHATTANOOGA
WJZM CLARKSVILLE
WBAC CLEVELAND
WDSG DYERSBURG
WBEJ ELIZABETHTON JOHNSON CITY
WGRV GREENEVILLE
WHBQ MEMPHIS
WSIX NASHVILLE
WENK UNION CITY

Texas
KRBC ABILENE
KVET AUSTIN
KIOX BAY CITY
KBST BIG SPRING
KBWD BROWNWOOD
KRIS CORPUS CHRISTI
WRR DALLAS
KFJZ FORT WORTH
KLUF GALVESTON
KGVL GREENVILLE
KTHT HOUSTON
KSAM HUNTSVILLE
KPAB LAREDO
KFRO LONGVIEW
KRBA LUFKIN
KRIO ODESSA
KNET PALESTINE
KPDN PAMPA
KPLT PARIS
KVOP PLAINVIEW
KPAC PORT ARTHUR BEAUMONT
KGKL SAN ANGELO
KMAC SAN ANTONIO
KRRV SHERMAN-DENISON
KXOX SWEETWATER
KTEM TEMPLE
KCMC TEXARKANA
KGKB TYLER
KVWC VERNON
KVIC VICTORIA
KWTX WACO

Utah
KVNU LOGAN
KLO OGDEN
KOAL PRICE
KOVO PROVO
KALL SALT LAKE CITY

Vermont
WSYB RUTLAND
WWSR ST ALBANS
WDEV WATERBURY

Virginia
WSAP NORFOLK PORTSMOUTH
WNVA NORTON
WSEV PETERSBURG
WPUV PULASKI
WLEE RICHMOND

Washington
KXRO ABERDEEN
KELA CENTRALIA-CHEHALIS
KRKO EVERETT
KWLK LONGVIEW
KGY OLYMPIA
KVI SEATTLE-TACOMA
KFIO SPOKANE
KUJ WALLA WALLA
KIT YAKIMA

West Virginia
WWNR BECKLEY
WTIP CHARLESTON
WPLH HUNTINGTON
WMON MONTGOMERY
WAJR MORGANTOWN
WRAM WELCH
WDTH WILLIAMSON

Wisconsin
WHBY APPLETON
WATW ASHLAND
WSAR DULUTH SUPERIOR
KFIZ FOND DU LAC
WCLO JANESVILLE
WOMT MANITOWOC
WISU POYNETTE MADISON
WJMC RICE LAKE
WFHR WISCONSIN RAPIDS

Wyoming
KDFN CASPER
KODI CODY
KPOW POWELL
KVRS ROCK SPRINGS
KWYO SHERIDAN

NETWORK FACILITIES AS OF JAN. 1, 1947

MUTUAL
Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, PEnnsylvania 6-9600

Executive Personnel

Board of Directors

Alfred J. McCosker
WOR, New York, Chairman
Edgar Kobak .....MBS, New York
E. M. Antrim .....WGN, Chicago
Willet H. Brown.....Don Lee, Hollywood
J. E. Campeau.....CKLW, Detroit
Chesser Campbell .....WGN, Chicago
H. K. Carpenter .....WHK, Cleveland
Benedict Gimbel, Jr.....WIP, Philadelphia
John Shepard III.....Yankee Network, Boston
Theodore C. Streibert.....WOR, New York
Lewis Allen Weiss.....Don Lee, Hollywood
Linus Travers.....Yankee Network, Boston

Officers

Edgar Kobak.....New York, President
Robert D. Swezey...
New York, V.P. and General Manager
E. M. Antrim.....Chicago, Secretary
J. E. Wallen.....New York, Treasurer
Controller and Asst. Secretary
Phillips Carlin.....New York, Vice-President
in Charge of Programs
Z. C. Barnes.....New York, Vice-President
in Charge of Sales
Carl Haverlin.....New York, Vice-President
in Charge of Station Relations
A. A. Schechter....New York, Vice-President
in Charge of News, Special Events
and Publicity
Robert A. Schmid....New York, Vice-President
in Charge of Advertising, Promotion
and Research
A. N. Hult.....Chicago, Vice-President
in Charge Midwest Operations

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak.....President
Robert D. Swezey..V.P. and General Manager

Accounting Department

James E. Wallen.....Controller
George Ruppel.....Asst. Controller
Richard Groome .....Auditor
George Westby.....Budget Director

Legal Counsel

Louis C. Caldwell.....Washington
Keith Masters .....Chicago
Andrew C. Hamilton.....Chicago
Leo Lauterstein .....New York
David Brown .....New York

Engineering Department

E. M. Johnson.....Chief of Engineering
Leslie Learned .....Manager of Traffic
James Chapman ...Supervisor of Engineering
Lewis R. Tower.....Chief of Facilities

Program Department

Phillips Carlin.....Vice-President in Charge
Adolph Opfinger.....Asst. to Vice-President
B. J. Hauser....Dir. of Cooperative Programs
Walter Lurie..Director of New Program Dept.
Herbert Rice.....Director of Production
Nick Keesely.....Manager of Program Sales
Edwin Otis ...Supervisor of Coml. Programs
H. L. Fishel.....Script Editor
Elsie Dick.....Director of Women's and
Religious Activities
Dorothy Ann Kemble....Director of Continuity
Acceptance

Office Management

James E. Wallen.....Office Manager
Beatrice M. Marschner.....Personnel Director
Ruth Hendler.....Purchasing Agent
Margaret Maloney.....Telephone Supervisor

Sales Department

Z. C. Barnes.....Vice President in Charge
E. P. H. James..Manager of Sales Operations
Duncan R. Buckham..Eastern Sales Manager
John R. Overall....Divisional Sales Manager
George Benson ....Divisional Sales Manager
T. E. Danley.....Manager of Sales Traffic
Alma Graef ....Asst. Mgr. Sales Operations
Ruth Ward,
Director of Contracts and Estimates

News and Special Events

A. A. Schechter.....Vice-President in Charge
Milton Burgh.....Director of News
Jack Paige.....Director of Special Events
Paul Jonas.....Director of Sports
James E. O'Bryon.....Director of Publicity
Francis X. Zuzulo....Asst. Director of Publicity
Robert Wilson.....Manager of Exploitation
Mitchell Jablons.....Trade News Editor
Geraldine Foster.....Photo Editor
Joan Stanton.....Magazine Editor
John Skinner.....Press Editor
Harold Gold .....Copy Chief

Washington Staff

Charter Heslep....Washington Representative
Alexandra Roudybush ..Administrative Asst.

Sales Promotion and Research Department

Robert A. Schmid..Vice-President in Charge of Advertising, Promotion and Research
Harold Coulter
Asst. Manager Advertising & Research
Richard Puff.....Manager of Research
Carleton McVarish ..Mgr. Audience Promotion
Jesse Thompson.....Copy Chief
Helen O'Reilly .....Production Supervisor

Station Relations Department

Carl Haverlin.....Vice-President in Charge
Charles Godwin..Manager of Station Relations
Robert Carpenter .....Field Rep. (Southwest)
Harry LeBrun .....Field Rep. (Southeast)
Don Ioset.....Field Representative (East)
Paul Hancock.....Station Research
Dorothy Driscoll.....Station Traffic

Chicago Staff

Adolph Hult.....Vice-President in Charge of Midwest Operations
Carroll Marts.....Assistant to Vice-President
DeWitt Mower .....Midwestern Sales Mgr.
Gilbert McClelland..Sales Promotion Manager
James Mahoney.....Field Representative Division-Station Relations
George P. Herro.....Publicity Director
Myrtle Goulet.....Station Traffic Supervisor

Detroit Staff

Penabscot Bldg.

Herbert Faust.....Central Division Manager

Pittsburgh Office

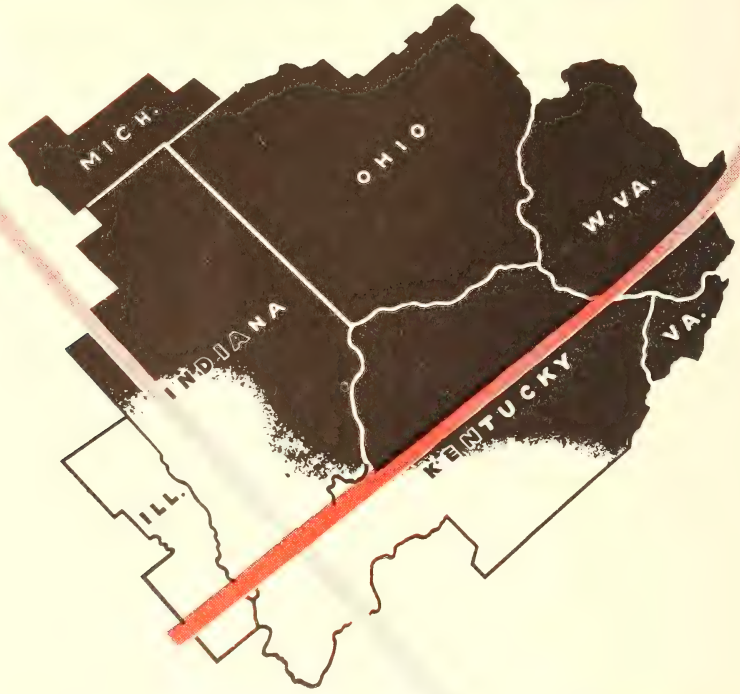
William Penn Hotel

Richard Bachman.....Sales Representative

Foreign Correspondent for Mutual Broadcasting System

Robert F. Allen.....Mexico City
Ted Christie.....Paris
Burton Crane.....Tokyo
Jules Dubois.....Panama
Gerald Dougherty.....Buenos Aires
Robert Durham.....Oslo
John Fisher.....Moscow
Robert Gary.....Frankfort
Randall Gould.....Shanghai
Ted Hoskins.....Cairo
Josef Israels II.....Vienna
Birger Jacobsen.....Sweden
Arthur Mann.....London
David Perlman.....Paris
Anne Stadler.....Madrid
Robert Stewart.....Manila
Helen Townsley.....Rio de Janiero
Frank Viner.....Prague
Alfred Wagg.....New Delhi, India
James Wellard.....Rome
James Wahl.....Honolulu

in this area...



In this area there are 2,735,051 radio homes. Of these homes, ONE STATION in four weeks...

- *reaches 70.1% between 6 AM and Noon*
- *reaches 70.8% between Noon and 6 PM*
- *reaches 79.2% between 6 PM and Midnight*
- *reaches 81.2% between 6 AM and 6 PM*
- *reaches 86.1% between 6 AM and Midnight*

and that ONE STATION is . . .

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Nielsen Radio Index February-March, 1946

CROSLEY BROADCASTING CORPORATION



NILES TRAMMELL
President

TWO great responsibilities face American radio now that the fighting war has ended: To help win a secure peace and to help heal the ugly scars of war that deface the world. And overshadowing these two companion missions is the great problem of harnessing atomic energy for peace rather than destruction.

Radio can face these tremendous problems of the future with a feeling of confidence because of its record in mobilizing this country for war and helping to win the war. That it was able to do so with such effectiveness is a tribute to the American system of democracy under which radio broadcasting exists as a free competitive enterprise, regulated by the government and supported by public spirited advertisers.

●

In the new era, which is now open, television will step forth as a gigantic new technical advance to aid radio in the fulfillment of its great obligations. In this new era, television will become the greates means of mass communication and education the world has ever known. Television, of course, will not entirely replace radio broadcasting and eventually each will find its place in the American home as complementary educational and entertainment services.

For radio to help solve the world's problems, governments must make it possible for all people to have freedom to listen. Only thus can truth triumph over rumor, and only thus can people have facts and knowledge which they must have to work out a world-wide peace.

●

Toward this end the National Broadcasting Company is making one of its chief objectives the education of our nation for the responsibilities of peace. We are attempting to meet that responsibility through the NBC-United Nations project which is designed to acquaint every American with the meaning and objectives of the problems they face. This project has extended the hand of co-operation and friendship to the radio industry leaders of our Allies and through it we hope eventually to work out a world-wide system of co-operation which will bring enlightenment and information to all.

Our record of public service is comprised not alone of these fine programs which our Public Service Department originates for the network and its independent affiliated stations. Our record of public service is all that we do for the radio public—all our programs of drama, comedy, news, discussion, debate, religion, sports, symphonic music and talks. We recognize also that it is our advertisers who make possible an economically sound network which enables us to utilize our resources in the service of our audience—both the mass audience and the class audience.

Let us be fundamental about this. Advertising in our competitive economy is not only necessary to the operation of modern industry but it is the very keystone of the expression of the free competitive spirit which has made our standard of living. There can be no freedom without competition and no competition without freedom.

●

Therefore, not only is advertising in the public interest but it is the very expression of that interest—interest in all that is new, all that is better, all that inspires, stimulates, and drives us to make this a world of peace, of strength, of freedom, of equal opportunity for all.

We broadcasters, who are the stewards of radio's service to the public, must be vigilant in preserving its good name and reputation. No one station, no one network, can fulfill this responsibility alone. It must be fulfilled by the entire broadcasting industry, united in the conviction that the only kind of advertising which serves the best interests of broadcaster and sponsor is that which serves the best interests of the public.

Our basic standard must always be "Truth in Advertising." Good salesmanship is not enough. It must be truthful salesmanship—truthful not only in what it says but also in what it implies. This maintenance of truth is a responsibility which must be shared not only by the advertiser who pays the bill and by the advertising agency which prepares the copy, but also by the broadcaster who accepts and transmits the message to the public.

NBC

NATIONAL BROAD



NETWORK FACILITIES
AS OF JAN. 1, 1947

CASTING COMPANY



NATIONAL BROAD CASTING COMPANY



NETWORK FACILITIES
AS OF JAN. 1, 1947

NATIONAL
Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, CIrcle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

James Rowland Angell
Arthur E. Braun
John T. Cahill
Bertram Cutler
Gano Dunn
Frank M. Folsom
James G. Harbord
Edward W. Harden
Edward F. McGrady
Frank E. Mullen
Edward J. Nally
David Sarnoff
Niles Trammell

Officers

David Sarnoff.....Chairman of the Board
Niles Trammell.....President
Frank E. Mullen.....Executive Vice President
A. L. Ashby...Vice President & General Counsel
William Brooks.....Vice President
Ken R. Dyke.....Vice President
C. Lloyd Egner.....Vice President
O. B. Hanson.....Vice President
William S. Hedges.....Vice President
Harry C. Kopf.....Vice President
John H. MacDonald...V.P. & Assistant Secretary
Clarence L. Menser.....Vice President
John F. Royal.....Vice President
Frank H. Russell.....Vice President
Sidney N. Strotz.....Vice President
Roy C. Witmer.....Vice President
R. J. Teichner.....Treasurer
H. F. McKeon.....Controller
Lewis MacConnach.....Secretary
C. E. Pfautz.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Niles Trammell.....President
Frank E. Mullen.....Executive Vice President
James Rowland Angell..Public Service Counselor
Ken R. Dyke
v.p. in Charge Broadcast Standards & Practices
Wm. S. Hedges,
v.p. in charge of Planning & Development
John H. MacDonald,
Vice President in Charge of Finance
Clayland T. Morgan...Assistant to the President
Roy C. Witmer.....v.p. & Asst. to President
Albert E. Walker.....Executive Assistant

Advertising and Promotion Department

Charles P. Hammond.....Director
James Nelson.....Assistant Director
Allen Hurlbert.....Art Director
George W. Wallace...Network Sales Promotion

Continuity Acceptance Department

Stockton Helffrich.....Manager

Controller's Department

Harry F. McKeon.....Controller
Harold M. Kelly.....Assistant Controller
Hugh R. McGeachie.....Assistant Controller

Engineering Department

O. B. Hanson...Vice President & Chief Engineer
George McElrath,
Manager of the Engineering Department
William A. Clarke.....Administrative Assistant
E. R. Cullen.Operations Assistant to the Manager
J. D'Agostino.....Liaison Engineer
Raymond F. Guy.....Radio Facilities Engineer
C. A. Rackey..Audio & Video Facilities Engineer
R. E. Shelby..Director of Technical Development
George E. Stewart..National Recording Supervisor
F. A. Wankel.....Eastern Division Engineer
J .Wood, Jr.....Manager of Technical Services

Finance Department

John H. MacDonald,
Vice President in Charge of Finance
J. Robert Myers,
Assistant to Vice President in Charge of Finance
Charles A. Wall,
Asst. to Vice-Pres. in Charge of Finance

General Service Department

Edward M. Lowell.....Director
Theodore Thompson .....Asst. Director and Manager of Office Services Division
W. R. Thompson,
Supervisor of Building Maintenance Division

Guest Relations Department

Paul Rittenhouse .....Manager
Wilbur Erwin.....Exec. Asst. Manager
John Mills,
Asst. Mgr. in Charge of Reception
Peter Tintle,
Assistant Manager in Charge of Tours

Information Department

Horton Heath.....Director
Mrs. Irene Kuhn.....Assistant Director
Anita Barnard..Mgr. of Correspondence Division

International Department

Fred Bate.....Manager

Legal Department

A. L. Ashby...Vice President & General Counsel
Henry Ladner.....Assistant General Counsel
Carlyle E. Yates.....Assistant General Counsel
Edmund Souhami.....Attorney
John P. King.....Attorney
Paul B. Lynch.....Attorney
Richard H. Graham.....Attorney (Hollywood)
Thomas H. Compere.....Attorney (Chicago)
Willson I. Hurt.....Attorney (Denver)
Cahill, Gordon, Zachry & Reindel.....Counsel (New York & Washington)

National Spot Sales Department

James V. McConnell.....Manager
Willan C. Roux.....Assistant Manager

Network Sales Department

Harry C. Kopf.....Vice President in Charge
George H. Frey.....Eastern Sales Manager
Edward R. Hitz.Assistant Eastern Sales Manager
F. Melville Greene.....Sales Service Manager

News and Special Events and International Relations Department

William F. Brooks.....Vice President in Charge
Stanley P. Richardson.Assistant to Vice President
Francis C. McCall.....Manager of Operations
Adolph Schneider,
Assistant Manager of Operations
Joseph O. Meyers...Assistant to Vice-President

Personnel Department

Ernest de la Ossa.....Director of Personnel
Ashton Dunn.....Manager
Ruth Hurd.....Records and Research Manager
Helen Korday.....Employment Manager
Corinne Pearson ...Employee Services Manager

Press Department

Sydney Eiges.....Manager
Thomas E. Knode.....Assistant Manager
Jo Dine.....Trade Press Editor
Allan Kalmus.....Television Editor
Leo Hershdorfer.....Copy Editor
James McLean.....Magazine Editor
Sam Kaufman.....Exploitation Editor
Leonard Meyers.....Music Editor
Sidney Desfor.....Photo Editor
Dorothy Collins.....Fashion Editor

Program Department

Clarence L. Menser....Vice President in Charge
Thomas McCray.....Eastern Program Manager
Robert K. Adams.....Production Manager
Thomas H. Belviso.Manager of the Music Library
Frank Black.....General Music Director
Robert Button.....Night Program Manager
Samuel Chotzinoff.....Manager, Music Division
Patrick J. Kelly.....Supervisor of Announcing
Frederick Knopfke...Supervisor of Sound Effects
Richard P. McDonagh..Manager, Script Division
William Stern.....Director of Sports
Fred Shawn.....Administrative Assistant
Grace H. Sniffin.....Supervisor Business Office

Public Service Department

James Rowland Angell..Public Service Counselor
Dwight B. Herrick.....Manager
Gilbert C. Chase,
Supervisor of Music for University of the Air
Mrs. Doris Corwith....Assistant to the Manager
Margaret Cuthbert,
Director of Programs for Women & Children
Sterling Fisher.Assistant Public Service Counselor
Jane T. Wagner....Director of Home Economics

Radio Recording Department

C. Lloyd Egner.....Vice President in Charge
Robert W. Freidheim.....Manager
Henry P. Hayes,
Assistant to Vice President & Business Manager
Norman Cloutier.Manager of Thesaurus Programs
Charles G. Hicks, Jr...Recording Sales Manager
Willis B. Parsons,
Thesaurus & Syndicated Sales Manager
William Seth.....Director of Sales Promotion
George C. Stevens.....Office Manager
H. H. Wood.....Program Manager

Research Department

Hugh M. Beville.....Director
Barry T. Rumple.....Manager
Philip I. Merryman,
Manager Planning and Development Division

Stations Departments

Easton C. Woolley.....Director

Stations Relations Department

Sheldon B. Hickox, Jr.....Manager

Traffic Department

Harry A. Woodman.....Traffic Manager

Television Department

John F. Royal.....Vice President in Charge
Noran Kersta.....Manager
Reynold Kraft.....Eastern Sales Manager
Warren Wade..Executive Director, Program Div.
C. G. Alexander....Business Mgr., Program Div.
R. W. Clarke.....Operations Supervisor
Allan Kalmus .....Press Editor
Charlotte Stern .....Promotion Manager

Transportation Department

Marie F. Dolan.....Manager

Treasurers Department

Rudolph J. Teichner.....Treasurer
William D. Bloxham.....Purchasing Agent
William A. Williams..Assistant to the Treasurer

WNBC Department

James M. Gaines.....Manager
William Burke Miller.....Assistant Manager
Robert Davis.....Press Manager
Thomas B. McFadden,
News and Special Events Manager
Charles H. Philips...Advt. and Promotion Mgr.
deLancey Provost.....Program Manager
William O. Tilenius.....Sales Manager

Operated Stations

STATION MANAGERS

James M. Gaines...Manager of Station WNBC
Vernon H. Pribble..Manager of Station WTAM
Lloyd E. Yoder.....Manager of Station KOA
John W. Elwood.....Manager of Station KPO
Carleton D. Smith....Manager of Station WRC

Central Division—Chicago

Merchandise Mart, Chicago 54, *Ill.*
Tel.—Superior 8300

I. E. Showerman....Mgr. of the Central Division
Emmons C. Carlson....Sales Promotion Manager
Frank E. Chizzini...Manager of Radio Recording
Thomas H. Compere.....Attorney
Robert M. Guilbert,
Continuity Acceptance Manager
William Drips.....Director of Agriculture
Jules Herbuveaux.....Program Manager
A. W. Kaney.....Stations Relations Department
Howard C. Luttgens,
Central Division Chief Engineer
Paul McCluer .....Network Sales Manager
Oliver Morton.....National Spot Sales Manager
William B. Ray..Mgr., News and Special Events
Jack Ryan.....Manager of Press Relations
Judith C .Waller.....Director of Public Service

Western Division—Hollywood

Sunset Blvd. and Vine St., Hollywood, Calif.
Tel.—Hollywood 6161

Sidney N. Strotz.....Vice President in Charge
Lewis S. Frost.....Asst. to the Vice President
Frank Berend,
Western Division, Network Sales Manager
Harold Bock,
Manager of Public and Television Operations
Robert V. Brown.....Program Manager
Frank Dellett.....Auditor
Paul Gale.....Traffic Manager
Donald Honrath..Continuity Acceptance Manager
Lathrop Mack,
Western Division National Spot Sales Manager
Henry Maas..Sales and Program Traffic Manager
Robert McAndrews,
Promotion and Advertising Manager
Jennings Pierce,
Public Service and Station Relations Manager
Leslie Raddatz.....Press Manager
Alfred Saxton,
Division Engineer, Western Division
Oscar Turner.....Radio Recording Manager
John Swayze..News and Special Events Manager

Washington, D. C.

724 14*th Street N.W., Washington, D. C.*
Phone—Republic 4000

Frank M. Russell.....Vice President in Charge
Carleton D. Smith.....Manager WRC
R. G. Coldenstroth.....Auditor
Mahlon Glascock.....Sales Manager
Albert E. Johnson.....Engineer in Charge
William McAndrew,
Director, News and Special Events
Robert Morrison,
Manager, Radio-Recording Department
James Seiler ...Sales Promotion Advt. Manager
George Wheeler.....Program Manager

NBC STATIONS PLANNING AND ADVISORY COMMITTEE

Paul W. Morency.....WTIC, Hartford, Conn.
Richard H. Mason.....WPTF, Raleigh, N. C.
Milton Greenebaum.....WSAM, Saginaw, Mich.
H. W. Slavick.....WMC, Memphis, Tenn.
John J. Gillin, Jr.....WOW, Omaha, Neb.
William B. Way.....KVOO, Tulsa, Okla.
Walter E. Wagstaff.....KIDO, Boise, Idaho
H. Quenton Cox.....KGW, Portland, Ore.

NBC Foreign Correspondents

Henry Cassidy, Hotel Scribe, Paris, France

Merrill Mueller, National Broadcasting Company, 43 Berkeley Square, London West 1, England

Max Jordan, Aeschengraben 31, Basle, Switzerland

Robert Magidoff, United States Military Mission, c/o United States Embassy, Moscow, Russia

George Thomas Folster, GHQ, PRO, AFPAC, APO 500 c/o Postmaster, San Francisco, Japan, (Tokyo)

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WNBC	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC
WNBT	New York (Television)	Owned and Operated by NBC
WNBC-FM	New York	Owned and Operated by NBC

FOR COMPLETE LIST OF ALL COMMERCIAL PROGRAMS ON MAJOR NETWORKS PLEASE TURN TO PAGE 897

KEYSTONE Broadcasting System

Headquarters

580 Fifth Avenue, New York 19, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President ..... Michael M. Sillerman
Vice-President ..... Naylor Rogers
Vice-President ..... Arthur Wolf
Vice-President ..... Joseph Bayer
Secretary-Treasurer ..... Sidney J. Wolf

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

General Manager..... Michael M. Sillerman
Director of Station Relations..... Mort Adams
Manager of Station Relations.... Herbert Cole
Traffic Manager..... Selma Andrews
Sales & Promotion Consultant.... Alvin Austin
Statistician..... Melvin G. Marden
Office Manager ..... Rosita Seale
Account Executive ..... Albert F. Dykes
Account Executive ..... Noel A. Rhys

Chicago

134 North La Salle St., Chicago 2, Ill.
Phone, State 4590

Secretary-Treasurer..... Sidney J. Wolf
Accountant ..... Elizabeth M. Mueller
Western Sales Manager..... Naylor Rogers

Hollywood

6331 Hollywood Blvd., Hollywood, Calif.
Phone, Hollywood 5338

Program Director ..... Elaine N. Gonda
Pacific Coast Sales..... Ralph W. Harker

Cleveland

310 Citizens Bldg. Cleveland 14, Ohio
Phone, Cherry 4050

Mid-Western Sales..... Ralph W. Harker

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 230 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week filling 2 hours per day, seven days each week, to a total of 14 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.

HOW to extend your market

Annex the vast, largely untapped "BEYOND-METROPOLITAN" areas . . . the rich rural and small town centers where a population of 31,325,000 potential customers lives . . . where 20% of the nation's total retail food sales and 18% of total retail drug sales are made.

The ONLY network catering *exclusively* to BEYOND-METROPOLITAN America is the Keystone Transcription Network.



KEYSTONE NETWORK

WHEN to tackle B-M-A

Right now, Beyond-Metropolitan America offers an eager, thriving market. War-planted industries in B-M-A have taken root and grown as peacetime producers, greatly enhancing income and purchasing power. Brand preference has not yet been established for many nationally advertised products. You can still annex this last domestic "new frontier" for YOUR brand, in ONE economical, streamlined operation, via KBS.

KBS

THIS IS THE KEYSTONE

WHERE

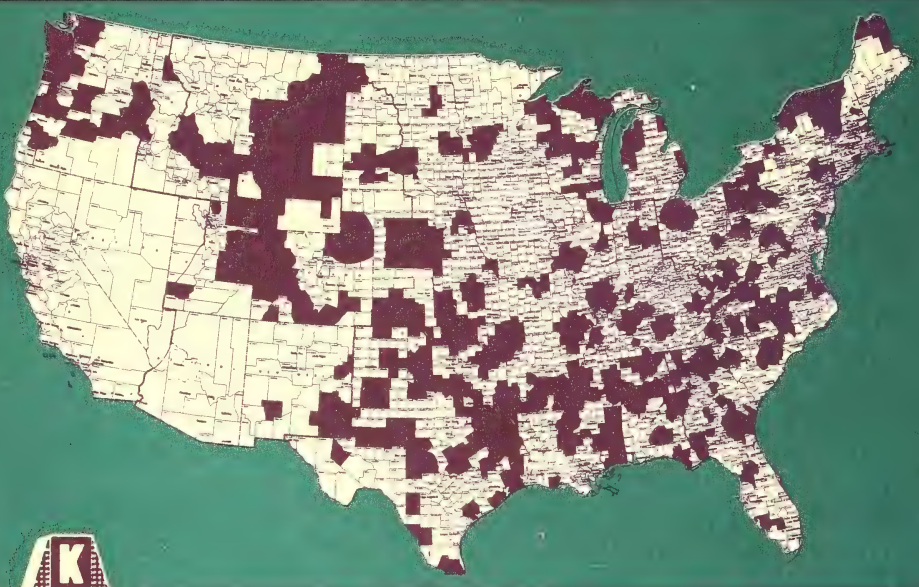
B-M-A tunes in

Surveys prove that B-M-A inhabitants prefer their *own local stations*, by overwhelming margin, over those coming in from remote places. THESE are the kind of stations included in the Keystone Network. The unique KBS transcription operation enables you to extend your national wired network programs to Beyond-Metropolitan America, at *new low cost* per actual new listener.



BROADCASTING SYSTEM

This is "Beyond Metropolitan" America



Success stories of leading national advertisers attest to the KBS sales-impact. The Keystone Network is the PIONEER in transcription network operation . . . an *established, recognized structure, proven* to be the simplest, most economical way of annexing "Beyond-Metropolitan" America. Discover what KBS can do for YOUR product.

KEYSTONE NETWORK

NEW YORK CITY 19 · CHICAGO 2 · HOLLYWOOD 28

REGIONAL NETWORKS

Arizona Broadcasting System

(ABS Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

Manager ..... Dick Lewis
Commercial Manager ..... Bill Harvey
Promotion Manager ..... Brick Miller

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.

★

The Arizona Network

836-838 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Manager ..... Albert D. Johnson
Program Manager ..... J. R. Williams
Commercial Manager ..... John L. Hogg
KTUC Manager ..... Lee Little
KSUN Manager ..... Carlton W. Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas-Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth, Minn.
Phone, Melrose 2873

PERSONNEL

General Manager ..... W. C. Bridges
Director of Operations ..... H. E. Westmoreland
Promotion Manager ..... H. H. Sonnenburg
WMFG Manager ..... Harry Hyett
WHLB Manager ..... Greg Rouleau
WEAU Manager ..... Clyde Riddle
WJMC Manager ..... Leonard Anderson

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire; WJMC, Rice Lake.

REPRESENTATIVE

George P. Hollingbery Co.

Connecticut State Network

270 Atlantic St., Stamford, Conn.
Phone: Stamford 3-0747

PERSONNEL

President ..... Harold H. Meyer
Director ..... Glover DeLaney
Director ..... G. J. Morey
Director ..... Richard Davis
Director ..... Sam Elman
Director ..... Terry McGough
Director ..... Levon Thomas

STATIONS

WNAB, Bridgeport; WATR, Waterbury; WSRR, Stamford; WNLC, New London; WELI, New Haven; WTHT, Hartford; WSTC, Stamford.

REPRESENTATIVES

Helen Wood, New York
Bertha Bannan, Boston

★

Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.
Phone: Hollywood 8111

PERSONNEL

President ..... Thomas S. Lee
Vice-President & General Manager ..... Lewis Allen Weiss
Vice-President & Asst. General Manager ..... Willet H. Brown
Secretary-Treasurer ..... A. M. Quinn
General Sales Manager ..... Sydney Gaynor
Asst. Gen. Sales Manager ..... Henry Gerstenkorn
Program Director ..... Charles Bulotti, Jr.
Production Director ..... Bob Forward
Continuity Acceptance Dir. ..... William Williams
News & Special Features Dir. ..... Les Mawhinney
Chief Supervisor ..... Tony La Frano
Dir. of Station Relations ..... Pat Campbell
Publicity Director ..... Harriet Crouse
Public Relations Director ..... Mark Finley

STATIONS

NORTHERN CALIFORNIA: KFRC, San Francisco; KHSL, Chico; KIEM, Eureka; KFRE, Fresno; KMYC, Marysville; KYOS, Merced; KDON, Monterey; KVCV, Redding and KXOA, Sacramento.

George W. Trendle and H. Allen Campbell

OWNERS AND PRODUCERS
OF RADIO'S OUTSTANDING
DRAMATIC ADVENTURES

THE LONE RANGER, THE GREEN HORNET, CHALLENGE OF THE YUKON

AND OTHER RADIO PRODUCTIONS

Announce the Formation of

Trendle - Campbell Broadcasting Corp.

TO OWN AND OPERATE

RADIO STATION WTCB, FLINT, MICHIGAN

NBC AFFILIATE

EXECUTIVE OFFICES . . . . .

1800 STROH BUILDING
. . RAndolph 9184
DETROIT 26, MICHIGAN

SOUTHERN CALIFORNIA: KHJ, Los Angeles; KAFY, Bakersfield; KXO, El Centro; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara and KCOK, Tulare-Visalia.

OREGON: KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJI, Klamath Falls, KRNR, Roseburg and KSLM, Salem.

WASHINGTON: KXRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KFIO, Spokane; KUJ, Walla Walla and KIT, Yakima; KVI, Seattle-Tacoma.

IDAHO: KRLC, Lewiston; KWAL, Wallace.

NEVADA: KATO, Reno.

NATIONAL REPRESENTATIVE
John Blair & Co.

★

Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

General Manager (WGST).....John Fulton
General Manager (WTOC.....W. T. Knight
General Manager (WMAZ).....Wilton E. Cobb

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE
The Katz Agency

★

Intermountain Network

248 S. Main St., Salt Lake City 1, Utah
Phone: 4-1843

President.....A. L. Glasman
General Manager.....George C. Hatch
General Sales Manager.....Lynn L. Meyer
Engineering Director.....D'Orr Cozzens

STATIONS

KALL, Salt Lake City, Utah, (key station); KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; KOAL, Price, Utah; KID, Idaho Falls, Idaho; KVMV, Twin Falls, Idaho; KFXD, Nampa-Boise, Idaho; KVRS, Rock Springs, Wyoming; KDFN, Casper, Wyoming; KWYO, Sheridan, Wyoming; KPOW, Powell, Wyoming; KRJF, Miles City, Montana.

REPRESENTATIVE
Lewis H. Avery, Inc.

★

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.
Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis
Program Co-Ordinator.....John Wahlstedt

EXECUTIVE COMMITTEE

Robert Lindsey (KFBI); Bob Laubengayer (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

The Lone Star Chain

806 Tower Petroleum Bldg., Dallas (1)
Riverside 5663

PERSONNEL

Chairman of Operating Committee.O. L. Taylor
Managing Director.....Clyde B. Melville

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; KTSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFYO, Lubbock.

NATIONAL REPRESENTATIVES
Taylor-Howe-Snowden Radio Sales

★

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
Phone 5259

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Production Manager.....J. Gorman Walsh
Technical Director.....J. E. Mathiot

STATIONS

WDEL, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE
Radio Advertising Company

★

McClatchy Beeline

911 7th Street, Sacramento 4, Cal.
Phone: Sacramento 2-5011

PERSONNEL

President.....Eleanor McClatchy
National Sales Mgr.....Robert A. Street
Program Director.....Emil Martin
Pub. Rel. Director.....Evert S. Peterson
Agricultural Editor.....Hamilton L. Hintz
Technical Director.....Norman Webster

STATIONS

KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.; KFBK, Sacramento, Cal.; KWG, Stockton, Cal.; KOH, Reno, Nev.

REPRESENTATIVE
Paul H. Raymer Company

★

Michigan Radio Network

1700 Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

General Manager.....James G. Riddell
Sales Manager.....Harold Christian
Dir. Adv. & Sales Prom...William J. Hendricks

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Saulte Ste. Marie (Supplementary Station).

REPRESENTATIVE
ABC Spot Sales

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency
J. B. Conley, John J. Boyle, Wm. H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

★

North Central Broadcasting System, Inc.

E-622 First National Bank Bldg.,
St. Paul 1, Minn.
Phone: Garfield 2851

PERSONNEL

President.....John W. Boler
Vice-President & Secy.....Donn A. Clayton
Vice-Pres. in Chg. of Sales...B. Harland Ohde
Comptroller.....Florence E. Tibeau

STATIONS

KGCX, Sidney, Mont.; KLPM, Minot, N. D.; KGCU, Mandan-Bismarck, N. D.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KOVC, Valley City, N. D.; KABR, Aberdeen, S. D.; KSOO, Sioux Falls, S. D.; KVOX, Moorhead-Fargo; KGDE, Fergus Falls, Minn.; KWLM, Willmar, Minn.; KMHL, Marshall, Minn.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; WLOL, Minneapolis-St. Paul, Minn.; KLIZ, Brainerd, Minn.; WSBR, Superior, Wis.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; WIKB, Iron Mountain, Mich.; WHDF, Calumet, Mich.; WDMJ, Marquette, Mich.; Escanaba, Mich.

★

Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
Supervisor of Stations.....Jack M. Davidson
Chief Engineer.....George McCurdy
Manager (CKGB).....H. Freeman
Manager (CJKL).....B. G. Shellon
Manager (CFCH).....Cliff Pickrem
Managel (CHEX).....H. G. Burley
Manager (CKWS).....Roy Hoff

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; Associated Stations: CHEX: Peterborough, Ont.; CKWS, Kingston, Ont.

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
Phone: AD 8895
Supervisor.....Jack Davidson
1010 University Tower Bldg., Montreal, Quebec
Phone: HA 3051
Manager.....R. A. Leslie

★

Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul 2, Minn.
Phone, Cedar 5511
Sales Office: c/o KSTP, Radio City, Minneapolis 2, Minn.
Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc., WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales

★

The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.
Phone Locust 7700

PERSONNEL

General Manager.....Leon Levy
Asst. Manager.....P. J. Sharkey
Technical Director.....George Lewis

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

Quaker Network

WFIL, Widener Bldg., Philadelphia, Pa.
Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

★

South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....Fred Ohl

★

Tennessee Valley Regional Network

531 S. Gay St., Knoxville 2, Tenn.
Phone: 2-7111

PERSONNEL

Business Manager (WROL).....C. H. Frazier

STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Harry E. Cummings (Jacksonville, Fla.)
Burn-Smith Co. (New York-Chicago)

★

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
Manager (WBAP).....George Cranston
Manager (WOAI).....Hugh A. L. Halff
Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas 2; WBAP, Fort Worth 2; WOAI, San Antonio 6; KPRC, Houston 2.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Texas State Network

1201 West Lancaster Ave., Fort Worth 1, Texas
Phone 3-3473

PERSONNEL

President.....Gene L. Cagle
General Manager.....Gene L. Cagle
Assistant Gen. Manager..Frances Williamson
Program Director.....Russ Lamb
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Forrest W. Clough
Merchandising Director.....Forrest W. Clough
Chief Engineer.....Truett Kimzey
Musical Director.....Frances Kay
Sales & Promotion Mgr.....Leonard Coe

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGVL, Greenville.

NATIONAL REPRESENTATIVE

Weed & Co.

★

The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina
Phone 6411

PERSONNEL

President.....Louis N. Howard, WHIT
Secretary.....Harry Bright, WGBR
Treasurer.....Allen Wannamaker, WGTM
Program Director.....Ray Reeve
Sales Manager.....Philip F. Whitten, Raleigh
Vice-President.....B. S. Hodges, Jr., WGTC

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.; WHIT, Greenville, N. C.; WJNC, Jacksonville, N. C.

NATIONAL REPRESENTATIVES

The Walker Company

★

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
Phone: 3032

PERSONNEL

Manager.....Philip P. Allen
Traffic Manager.....Catherine Gleason
Engineer.....John Orth

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

REPRESENTATIVE

Philip P. Allen

West Virginia Network

CHARLESTON BROADCASTING CO.
1016 Lee St., Charleston, W. Va.
Phone: 28-131

PERSONNEL

President.....John A. Kennedy
Managing Director & V.P...Howard L. Chernoff
Sales Manager.....Howard L. Chernoff
Promotion Manager.....John Sinclair
Program Director.....Berton Sonis
Musical Director.....Leah Sloman
Technical Supervisor.....Odes Robinson
WBLK Manager.....George Blackwell
WPAR Manager.....George Clinton
WSAZ Manager.....Marshall Rosene
WCHS Manager.....Howard L. Chernoff

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington. FM applications filed for these stations.

NATIONAL REPRESENTATIVE
The Branham Co.

★

The Wisconsin Network, Inc.

Nash Building
Wisconsin Rapids, Wisc.
Phone: 90

PERSONNEL

President.....William F. Huffman
V.P. & Managing Dir.....Don C. Wirth
Traffic Manager.....Geo. T. Frechette
(Address all communications to Don. C. Wirth)

STATIONS

Basic Stations: WRJN, Racine; WCLO, Janesville; WIBU, Madison; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Supplementary Stations: WEMP, Milwaukee; WTAQ, Green Bay; WMAM, Marinette; WEAU, Eau Claire; WJMS, Ironwood; WATW, Ashland; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WCMT, Manitowoc; WKBH, La Crosse; WDSM, Superior.

★

The Wolverine Network

Keeler Building, Grand Rapids 2, Mich.
Phone: 6-5461

President.....Roy C. Kelley
Gen. Manager.....Hy M. Steed

STATIONS

WLAV, Grand Rapids (Key Station); WTCM, Traverse City; WHLS, Port Huron, WATT, Cadillac, Mich.; WKBZ, Muskegon; WJJD, Chicago, Illionis; WIND, Chicago-Gary, Ind.; WKLA, Ludington, Mich.; WELL, Battle Creek, Mich.; WJBM, Jackson, Mich.; WHDF, Calumet, Mich.; WDBC, Escanaba, Mich.; WDMJ, Marquette, Mich.; WJMS, Ironwood, Mich.; WMAM, Marinette, Wis.; WJBK, Detroit, Mich.; WATW, Ashland, Wis.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
Executive Vice-President.....Linus Travers
Vice-President.....George W. Steffy
Controller.....Robert F. Ide
Assistant Controller Howard F. Wright
Station Relations.....John Thornton
Sales Executive.....Gordon Jenkins
Editor, Yankee Network News Service,
Leland Bickford
Director of Promotion.....James S. Powers
Director of Special Events.....Lester Smith

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen; Samuel Smith Poor; James W. Haggerty; John Shepard 3rd; Henry Linus Travers; Frank Knowlton.

STATIONS

WNAC, Boston; WFAU, Augusta; WJOR, Bangor; WICC, Bridgeport; WKXL, Concord; WSAR, Fall River; WEIM, Fitchburg; WHAI, Greenfield; WONS, Hartford; WHYN, Holyoke; WLNH, Lacania; WCOU, Lewiston-Auburn; WLLH, Lowell-Lawrence; WKBR, Manchester; WNLC, New London; WBRK, Pittsfield; WMTW, Portland; WHEB, Portsmouth-Dover; WEAN, Providence; WSYB, Rutland; WWSR, St. Albans; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester.

BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
Phone: Worcester 2-5611
WAAB Supervisor.....H. Wm. Koster
Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500
WEAN Supervisor.....Malcolm Parker
54 Pratt Street, Hartford 4, Conn.
Phone: Hartford 7-9131
WONS Supervisor.....Ralph Kanna
Falmouth Hotel, 212 Middle St., Portland 3, Me.
Phone: Portland 4-2649
WMTW Supervisor.....Charles Curtin
Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121
WICC Supervisor..... Joseph Lopez

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

★

Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

For the *best* in business and

financial news . . .

AP



Good Music Leads A City

Half a million families... leaders of thought ... people of taste... listeners to WQXR... are pace-setters in New York. This vast audience— a city within a city—finds WQXR a source of entertainment, news and relaxation. It tunes to WQXR for 62% of its radio listening time; 38,000 families pay $1 a year each for WQXR's Monthly Program Guide.

These families are selective in the programs they prefer, in the products they buy. Over 80 sponsors now sell this important above-average income market. To improve New York sales, spearhead your advertising with WQXR . . . "New York's Most Beloved Radio Station"... famed for good music and the news bulletins of The New York Times.

WQXR

AND FM STATION WQXQ

Radio Stations of The New York Times

STATIONS



Alphabetical Listing

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U. S. Standard Stations
Indexed by Call Letters—
Power and Frequency

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Stations Alphabetically
Listed by States—Cities

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Personnel

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Other Detailed Information

Index Of The Standard Stations Of The United States

Call Letters—City—Power—Frequency in Kilocycles—Page Number Providing Complete Information

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Texas	680	50000	633
KABR	Aberdeen, S. D.	1420	5000	608
KADA	Ada, Okla.	1230	250	563
KAFY	Bakersfield, Calif.	1490	250	329
KAKC	Tulsa, Okla.	1570	1000	567
KALB	Alexandria, La.	580	1000	427
KALE	Portland, Ore.	1330	5000	572
KALL	Salt Lake City, Utah	910	1000	638
KAMD	Camden, Ark.	1450	250	323
KANA	Anaconda, Mont.	1230	250	480
KAND	Corsicana, Texas	1340	250	621
KANE	New Iberia, La.	1240	250	430
KANS	Wichita, Kans.	1240	250	419
KARK	Little Rock, Ark.	920	5000	325
KARM	Fresno, Calif.	1430	5000	331
KARV	Mesa, Ariz.	1400	250	320
KASA	Elk City, Okla.	1240	100	561
KAST	Astoria, Ore.	1230	250	569
KATE	Albert Lea, Minn.	1450	250	463
KATO	Reno, Nev.	1340	250	486
KAVE	Carlsbad, N. M.	1240	250	491
KBIO	Burley, Idaho	1400	250	384
KBIX	Muskogee, Okla.	1490	250	564
KBIZ	Ottumwa, Iowa	1240	250	412
KBKR	Baker, Ore.	1490	250	569
KBLF	Red Bluff, Calif.	1490	250	310
KBMY	Billings, Mont.	1230	250	480
KBND	Bend, Ore.	1310	250	569
KBNE	Boulder City, Nev.	1450	250	486
KBOL	Boulder, Colo.	1490	250	349
KBON	Omaha, Neb.	1490	250	484
KBOW	Butte, Mont.	1480	250	481
KBPS	Portland, Ore.	1450	100	573
KBST	Big Spring, Texas	1490	250	619
KBTM	Jonesboro, Ark.	1230	250	325
KBUN	Bemidji, Minn.	1450	250	463
KBUR	Burlington, Iowa	1490	250	408
KBWD	Brownwood, Texas	1380	1000 d., 500 n.	620
KCHS	Hot Springs, N. M.	1400	250	491
KCIL	Houma, La.	1490	250	429
KCKN	Kansas City, Kans.	1340	250	416
KCMC	Texarkana, Texas	1230	250	635

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KCMJ	Palm Springs, Calif.	1340	250	338
KCMO	Kansas City, Mo.	1480 C.P. 810	5000 C.P. 5000 d., 10,000 n.	475
KCOK	Tulare, Calif.	1240	250	348
KCOL	Ft. Collins, Colo.	1400	250	352
KCOR	San Antonio, Texas	1350	1000	634
KCOW	Ellensburg, Wash.	1210	250	648
KCOY	Santa Maria, Calif.	1400	250	347
KCRA	Sacramento, Calif.	1310	250	340
KCRC	Enid, Okla.	1390	1000	564
KCRS	Midland, Texas	1230	250	630
KCRT	Trinidad, Colo.	1210	250	352
KCVR	Lodi, Calif.	1570	250	331
KDAL	Duluth, Minn.	610	1000	463
KDB	Santa Barbara, Calif.	1490	250	346
KDFN	Casper, Wyo.	1470	1000	666
KDKA	Pittsburgh, Pa.	1020	50000	592
KDLR	Devils Lake, N. D.	1210	250	513
KDNT	Denton, Texas	1450	250	623
KDON	Monterey, Calif.	1210	250	337
KDRO	Sedalia, Mo.	1490	250	478
KDRS	Paragould, Ark.	1190	250	326
KDTH	Dubuque, Iowa	1370	1000	410
KDYL	Salt Lake City, Utah	1320	5000	639
KEBE	Jacksonville, Texas	1400	250	629
KECA	Los Angeles, Calif.	790	5000	334
KECK	Odessa, Texas	920	1000	631
KEEN	San Jose, Calif.	1370	1000	345
KEIO	Pocatello, Idaho	1450	250	385
KELA	Centralia-Chehalis, Wash.	1470	1000	618
KELD	El Dorado, Ark.	1400	250	323
KELN	Ely, Nev.	1230	250	486
KELO	Sioux Falls, S. D.	1230	250	609
KENI	Anchorage, Alaska	550	5000	669
KENO	Las Vegas, Nev.	1400	250	486
KERN	Bakersfield, Calif.	1410	1000	329
KERO	Bakersfield, Calif.	1230	250	329
KEVR	Seattle, Wash.	1090	10000	650
KEX	Portland, Ore.	1190	5000	573
KEYS	Corpus Christi, Texas	1190	250	620
KFAB	Lincoln, Nebr.	1110	50000	483
KFAC	Los Angeles, Calif.	1330	1000	335
KFAM	St. Cloud, Minn.	1450	250	466
KFAR	Fairbanks, Alaska	610	10000	669
KFBB	Great Falls, Mont.	1310	5000	481
KFBC	Cheyenne, Wyo.	1240	250	567
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	419
KFBK	Sacramento, Calif.	1530	10000	341
KFDA	Amarillo, Texas	1230	250	618
KFDM	Beaumont, Texas	560	1000	619
KFEL	Denver, Colo.	950	5000	350
KFEQ	St. Joseph, Mo.	680	5000	478
KFFA	Helena, Ark.	1490	250	324
KFGQ	Boone, Iowa	1260	250	408
KFH	Wichita, Kans.	1330	5000	419
KFI	Los Angeles, Calif.	640	50000	335
KFIO	Spokane, Wash.	1230	250	652
KFIZ	Fond-Du-Lac, Wis.	1450	250	661
KFJB	Marshalltown, Iowa	1230	250	411
KFJI	Klamath Falls, Ore.	1210	100	571
KFJM	Grand Forks, N. D.	1440	1000	543
KFJZ	Fort Worth, Texas	1270	5000	625
KFKA	Greeley, Colo.	910	1000	353

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KFKU	Lawrence, Kans.	1250	5000 d., 1000 n.	418
KFLW	Klamath Falls, Ore.	1450	250	571
KFMB	San Diego, Calif.	1450	250	343
KFMJ	Tulsa, Okla.	1050	1000	567
KFNF	Shenandoah, Iowa	920	1000 d., 500 n.	412
KFOR	Lincoln, Neb.	1240	250	484
KFOX	Long Beach, Calif.	1280	1000	334
KFPA	Helena, Mont.	1240	250	481
KFPW	Fort Smith, Ark.	1400	250	323
KFPY	Spokane, Wash.	920	5000	652
KFQD	Anchorage, Alaska	790	1000 C.P. 5000	669
KFRC	San Francisco, Calif.	610	5000	343
KFRE	Fresno, Calif.	1340	250	331
KFRO	Longview, Texas	1370	1000	629
KFRU	Columbia, Mo.	1400	250	473
KFSD	San Diego, Calif.	600	1000	341
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	335
KFUN	Las Vegas, N. M.	1230	250	494
KFUO	Clayton, Mo.	850	5000	473
KFVD	Los Angeles, Calif.	1020	1000	335
KFVS	Cape Girardeau, Mo.	1400	250	473
KFWB	Hollywood, Calif.	980	5000	333
KFXD	Nampa, Idaho	580	1000	385
KFXJ	Grand Junction, Colo.	920	1000 d., 500 n.	352
KFXM	San Bernardino, Calif.	1240	250	341
KFYO	Lubbock, Texas	1340	250	630
KFYR	Bismarck, N. D.	550	5000	543
KGA	Spokane, Wash.	1510	10000	652
KGAK	Gallup, N. M.	1230	250	494
KGB	San Diego, Calif.	1360	1000	343
KGBS	Harlingen, Texas	1240	250	627
KGBX	Springfield, Mo.	1260	5000	479
KGCU	Mandan, N. D.	1270	250	544
KGCX	Sidney, Mont.	1480	1000	482
KGDE	Fergus Falls, Minn.	1230	250 d., 100 n.	463
KGDM	Stockton, Calif.	1140	5000	347
KGEK	Sterling, Colo.	1230	250 d.,100 n.	350
KGEM	Boise, Idaho	1340	250	384
KGER	Long Beach, Calif.	1390	5000	334
KGEZ	Kalispell, Mont.	1340	100	481
KGFF	Shawnee, Okla.	1450	250	566
KGFJ	Hollywood, Calif.	1230	100	333
KGFL	Roswell, N. M.	1400	250	495
KGFW	Kearney, Neb.	1340	250	483
KGFX	Pierre, S. D.	630	200	608
KGGF	Coffeyville, Kans.	690	1000 d., 500 n.	415
KGGM	Albuquerque, N. M.	1260 C.P. 610	1000 C.P. 5000	493
KGHF	Pueblo, Colo.	1350	1000 d., 500 n.	352
KGHI	Little Rock, Ark.	1230	250	325
KGHL	Billings, Mont.	790	5000	480
KGIR	Butte, Mont.	1370	5000	481
KGIW	Alamosa, Colo.	1450	250	349
KGKB	Tyler, Texas	1490	250	636
KGKL	San Angelo, Texas	1400	250	633
KGKO	Fort Worth, Texas	570	5000	625
KGKY	Scottsbluff, Neb.	1490 C.P. 1320	250 C.P. 1000	485
KGLO	Mason City, Iowa	1300	5000	411
KGLU	Safford, Ariz.	1450	250	321
KGMB	Honolulu, Hawaii	590	5000	671
KGNC	Amarillo, Texas	1140	5000 d., 1000 n.	618
KGNO	Dodge City, Kans.	1370	1000 d., 250 n.	415
KGO	San Francisco, Calif.	810	7500	344
KGRH	Fayetteville, Ark.	1450	250	323

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KGU	Honolulu, Hawaii	760	2500	671
KGVL	Greenville, Texas	1100	250	627
KGVO	Missoula, Mont.	1290	5000 d., 1000 n.	482
KGW	Portland, Ore.	620	5000	573
KGY	Olympia, Wash.	1240	250	649
KHAS	Hastings, Neb.	1230	250	483
KHBC	Hilo, Hawaii	1230	250	671
KHBG	Okmulgee, Okla.	1210	250	566
KHJ	Los Angeles, Calif.	930	5000	336
KHMO	Hannibal, Mo.	1310	250	473
KHON	Honolulu, Hawaii	1400	250	671
KHOZ	Harrison, Ark.	1240	250	324
KHQ	Spokane, Wash.	590	5000	653
KHSL	Chico, Calif.	1290	1000	330
KHUB	Watsonville, Calif.	1310	250	348
KHUM	Eureka, Calif.	1240	250	330
KICA	Clovis, N. M.	1240	250	494
KICD	Spencer, Iowa	1210	250	413
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	384
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	384
KIEM	Eureka, Calif.	1180	1000	331
KIEV	Glendale, Calif.	870	250	331
KIFI	Idaho Falls, Idaho	1400	250	385
KILO	Grand Forks, N. D.	1140	1000 d., 500 n.	544
KINY	Juneau, Alaska	1400	5000	669
KIOX	Bay City, Texas	1110	1000	619
KIRO	Seattle, Wash.	710	50000	650
KIST	Santa Barbara, Calif.	1310	250	347
KIT	Yakima, Wash.	1280	1000	655
KIUL	Garden City, Kans.	1240	250	416
KIUN	Pecos, Texas	1400	250	633
KIUP	Durango, Colo.	1400	250	351
KJAM	Vernal, Utah	1310	250	646
KJBS	San Francisco, Calif.	1100	1000	344
KJR	Seattle, Wash.	950	5000	651
KKIN	Visalia, Calif.	1400	250	348
KLAC	Los Angeles, Calif.	570	5000	336
KLBM	La Grande, Ore.	1450	250	571
KLCN	Blytheville, Ark.	900	1000	323
KLIX	Twin Falls, Idaho	1490	250	386
KLIZ	Brainerd, Minn.	1400	250	463
KLO	Ogden, Utah	1430	5000	638
KLOX	San Jose, Calif.	1170	5000	345
KLPM	Minot, N. D.	1390	1000	544
KLRA	Little Rock, Ark.	1010	10000 d., 5000 n.	325
KLUF	Galveston, Texas	1400	250	627
KLWT	Ogden, Utah	730	1000	638
KLX	Oakland, Calif.	910	1000	337
KLZ	Denver, Colo.	560	5000	350
KMA	Shenandoah, Iowa	960	5000	412
KMAC	San Antonio, Texas	1210	250	634
KMBC	Kansas City, Mo.	980	5000	475
KMED	Medford, Ore.	1440	1000	572
KMHK	Mitchell, S. D.	1490	250	608
KMHL	Marshall, Minn.	1400	250	464
KMJ	Fresno, Calif.	580	5000	331
KMLB	Monroe, La.	1440	5000 d., 1000 n.	429
KMMJ	Grand Island, Neb.	750	1000	483
KMO	Tacoma, Wash.	1360	5000	653
KMOX	St. Louis, Mo.	1120	50000	478
KMPC	Los Angeles, Calif.	710	50000	336
KMVI	Wailuku-Maui, Hawaii	550	1000	672
KMYC	Marysville, Calif.	1450	250	336

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KMYR	Denver, Colo.	1310	250	351
KNAK	Salt Lake City, Utah	1400	250	639
KNEL	Brady, Texas	1190	250	620
KNET	Palestine, Texas	1450	100	631
KNOE	Monroe, La.	1450	250	429
KNOW	Austin, Texas	1190	250	618
KNX	Hollywood, Calif.	1070	50000	333
KOA	Denver, Colo.	850	50000	351
KOAC	Corvalis, Ore.	550	5000 d., 1000 n.	570
KOAL	Price, Utah	1230	250	638
KOAM	Pittsburgh, Kans.	810	5000	418
KOAT	Albuquerque, N. M.	1450	250	493
KOB	Albuquerque, N. M.	770	50000 d., 25000 n.	493
KOCA	Kilgore, Texas	1240	250	629
KOCY	Oklahoma City, Okla.	1310	250	565
KODI	Cody, Wyo.	1100	250	667
KODK	Kodiak, Alaska	1239	250	671
KODL	The Dalles, Ore.	1230	250 d., 100 n	570
KODY	North Platte, Neb.	1240	250	484
KOH	Reno, Nev.	630	1000	486
KOIL	Omaha, Neb.	1290	5000	485
KOIN	Portland, Ore.	970	5000	573
KOKO	La Junta, Colo.	1400	250	353
KOL	Seattle, Wash.	1300	5000	651
KOLO	Reno, Nev.	920	1000	486
KOMA	Oklahoma City, Okla.	1520	5000	565
KOME	Tulsa, Okla.	1340	250	567
KOMO	Seattle, Wash.	1090	5000	651
KONO	San Antonio, Texas	1400	250	631
KONP	Port Angeles, Wash.	1450	250	650
KOOS	Coos Bay, Ore.	1230	250	570
KOPO	Tucson, Ariz.	1450	250	321
KORE	Eugene, Ore.	1450	250	570
KORN	Fremont, Neb.	1400	250	483
KOTA	Rapid City, S. D.	1380	5000	608
KOTN	Pine Bluff, Ark.	1490	250	326
KOVC	Valley City, N. D.	1490	250	514
KOVO	Provo, Utah	1240	250	638
KOWH	Omaha, Neb.	660	500	485
KOY	Phoenix, Ariz.	1550	1000	320
KPAB	Laredo, Texas	1190	250	629
KPAC	Port Arthur, Texas	1250	1000	633
KPDN	Pampa, Texas	1340	250	631
KPDR	Alexandria, La.	1490	250	427
KPFA	Helena, Mont.	1240	250	481
KPHO	Phoenix, Ariz.	1230	250	320
KPKW	Pasco, Wash.	1340	250	650
KPLC	Lake Charles, La.	1490	250	429
KPLT	Paris, Texas	1340	250	631
KPMC	Bakersfield, Calif.	1560	1000	329
KPMO	Pomona, Calif.	1600	500	339
KPO	San Francisco, Calif.	680	50000	314
KPOA	Honolulu, Hawaii	630	5000	672
KPOF	Denver, Colo.	910	1000	351
KPOW	Powell, Wyo.	1260	1000	667
KPPC	Pasadena, Calif.	1240	100	338
KPQ	Wenatchee, Wash.	560	1000	654
KPRC	Houston, Texas	950	5000	628
KPRK	Livingston, Mont.	1340	250	482
KPRL	Paso Robles, Calif.	1230	250	339
KPRO	Riverside, Calif.	1440	1000	340
KPSC	Phoenix, Ariz.	1450	250	321
KQEA	Albuquerque, N. M.	1450	250	493

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KQV	Pittsburgh, Pa.	1410	5000	591
KQW	San Jose, Calif.	710	5000	345
KRBA	Lufkin, Texas	1340	250	630
KRBC	Abilene, Texas	1450	250	617
KRBM	Bozeman, Mont.	1450	250	480
KRDO	Colorado Springs, Colo.	1240	250	349
KRDU	Dinuba, Calif.	1130	250	330
KRE	Berkeley, Calif.	1370	250	329
KREO	Indio, Calif.	1400	250	334
KREM	Spokane, Wash.	1340	250	653
KRES	St. Joseph, Mo.	1230	250	478
KRGV	Weslaco, Texas	1290	1000	637
KRIC	Beaumont, Texas	1450	250	619
KRIG	Odessa, Texas	1410	1000	630
KRIS	Corpus Christi, Texas	1360	1000	621
KRJF	Miles City, Mont.	1340	250	482
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	336
KRKO	Everett, Wash.	1400	250	649
KRLC	Lewiston, Idaho	1350	1000	385
KRLD	Dallas, Texas	1080	50000	623
KRMD	Shreveport, La.	1340	250	431
KRNR	Roseburg, Ore.	1490	250	574
KRNT	Des Moines, Iowa	1350	5000	410
KROC	Rochester, Minn.	1340	250	466
KROD	El Paso, Texas	600	1000 d., 500 n.	625
KROP	Brawley, Calif.	1300	1000 d., 500 n.	330
KROS	Clinton, Iowa	1340	250	409
KROW	Oakland, Calif.	960	1000	338
KROY	Sacramento, Calif.	1240	250	341
KRPL	Moscow, Idaho	1400	250	385
KRRV	Sherman, Texas	910	1000	635
KRSC	Seattle, Wash.	1150	1000	651
KRTN	Raton, N. M.	1490	250	495
KRUX	Phoenix-Glendale, Ariz.	1340	250	321
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	418
KSAL	Salina, Kans.	1150	1000	418
KSAM	Huntsville, Texas	1490	250	629
KSAN	San Francisco, Calif.	1450	250	344
KSCJ	Sioux City, Iowa	1360	5000	412
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	476
KSDJ	San Diego, Calif.	1170	5000	343
KSEI	Pocatello, Idaho	930	1000 d., 250 n., C.P.5000	386
KSEL	Lubbock, Texas	950	1000	630
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	344
KSFT	Trinidad, Colo.	1280	1000 d., 500 n.	352
KSIB	Creston, Iowa	1520	1000	409
KSIL	Silver City, N. M.	1340	250	495
KSJB	Jamestown, N. D.	600	5000	544
KSKY	Dallas, Texas	660	1000	623
KSJO	San Jose, Calif.	1590	1000	345
KSL	Salt Lake City, Utah	1160	50000	639
KSLM	Salem, Ore.	1390	1000	575
KSMA	Santa Maria, Calif.	1450	250	347
KSMO	San Mateo, Calif.	1550	1000	346
KSNM	Santa Fe, N. M.	1400	250	495
KSO	Des Moines, Iowa	1160	5000	410
KSOL	Yuma, Ariz.	1400	250	322
KSOO	Sioux Falls, S. D.	1140	5000	609
KSPI	Stillwater, Okla.	840	250	566
KSRO	Santa Rosa, Calif.	1350	1000	347
KSRV	Ontario, Ore.	1450	250	572
KSTP	St. Paul, Minn.	1500	50000	466
KSTT	Davenport, Iowa	750	250	409

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KSUB	Cedar City, Utah	1340	250	637
KSUN	Bisbee, Ariz.	1230	250	319
KSVP	Artesia, N. M.	1450	250	493
KSWM	Joplin, Mo.	1230	250	475
KSWO	Lawton, Okla.	1150	250	564
KSYL	Alexandria, La.	1100	250	427
KTAR	Phoenix, Ariz.	620	5000	321
KTBC	Austin, Texas	590	5000 d., 1000 n.	619
KTBI	Tacoma, Wash.	1490 C.P. 810	250	653
KTBS	Shreveport, La.	1180	1000	431
KTEM	Temple, Texas	1400	250	635
KTFI	Twin Falls, Idaho	1270	1000	386
KTFS	Texarkana, Texas	1400	250	635
KTHS	Hot Springs, Ark.	1090	10000 d., 1000 n.	324
KTHT	Houston, Texas	1230	250	628
KTIP	Poterville, Calif	1450	250	340
KTKC	Visalia, Calif.	910	5000	348
KTKN	Ketchikan, Alaska	930	1000	671
KTMC	McAlester, Okla.	1400	250	564
KTMS	Santa Barbara, Calif.	1250	1000	347
KTNM	Tucumcari, N. M.	1100	250	495
KTOH	Lihue, Hawaii	1490	250	672
KTOK	Oklahoma City, Okla.	1100	250	565
KTRB	Modesto, Calif.	860	1000	337
KTRC	Santa, Fe, N. M.	1400	250	495
KTRF	Thief River Falls, Minn.	1230	250	467
KTRH	Houston, Texas	740	50000	628
KTRI	Sioux City, Iowa	1450	250	413
KTSA	San Antonio, Texas	550	5000 d., 1000 n.	634
KTSM	El Paso, Texas	1380	1000 d., 500 n.	625
KTSW	Emporia, Kans.	1400	250	415
KTTS	Springfield, Mo.	1400	250	479
KTUC	Tucson, Ariz.	1400	250	322
KTUL	Tulsa, Okla.	1430	5000	567
KTW	Seattle, Wash.	1250	1000	652
KTYW	Yakima, Wash.	1460	500	655
KUGN	Eugene, Ore.	1400	250	570
KUIN	Grant Pass, Ore.	1340	250	571
KULA	Honolulu, Hawaii	690	10,000	672
KUJ	Walla Walla, Wash.	1120	1000	654
KUOA	Siloam Springs, Ark.	1290	5000	326
KUOM	Minneapolis, Minn.	770	5000	464
KUSD	Vermillion, S. D.	920	500	609
KUTA	Salt Lake City, Utah	570	5000	610
KVAK	Atchison, Kans.	1450 C.P. 1200	250 C.P. 1000	415
KVAL	Brownsville, Texas	1490	250	620
KVAN	Vancouver, Wash.	910	500	654
KVCV	Redding, Calif.	1230	250	340
KVEC	San Luis Obispo, Calif.	920	1000 d., 500 n.	346
KVET	Austin, Texas	1300	1000	618
KVFD	Fort Dodge, Iowa	1400	250	411
KVGB	Great Bend, Kans.	1400 C.P. 1590	250 C.P. 5000	416
KVI	Tacoma, Wash.	570	5000	653
KVIC	Victoria, Texas	1490	250	636
KVMV	Twin Falls, Idaho	1450	250	386
KVNI	Coeur d'Alene, Idaho	1430	1000	384
KVNU	Logan, Utah	1230	250	637
KVOA	Tucson, Ariz.	1290	1000	322
KVOC	Casper, Wyoming	1230	250	666
KVOD	Denver, Colo.	630	5000	351
KVOE	Santa Ana, Calif.	1480	1000	346
KVOL	Lafayette, La.	1340	250	429
KVOO	Tulsa, Okla.	1170	50000	567

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KVOP	Plainview, Texas	1400	250	633
KVOR	Colorado Springs, Colo.	1300	1000	349
KVOS	Bellingham, Wash.	790	1000	648
KVOX	Moorhead, Minn.	1340	250	465
KVRS	Rock Springs, Wyo.	1400	250	667
KVSF	Santa Fe, N. M.	1340 C.P. 1260	100 C.P. 1000	495
KVSM	San Mateo, Calif.	1050	250	346
KVSO	Ardmore, Okla.	1240	250	563
KVWC	Vernon, Texas	1490	250	636
KWAL	Wallace, Idaho	1450	250	386
KWAT	Watertown, S. D.	1240	250	609
KWBC	Forth Worth, Texas	970	1000	627
KWBR	Oakland, Calif.	1310	1000	338
KWBU	Corpus Christi, Texas	1010	50000	621
KWBW	Hutchinson, Kans.	1450	250	416
KWCO	Chickasha, Okla.	1560	250	563
KWEM	West Memphis, Ark.	990	1000	326
KWEW	Hobbs, N. M.	1190	100	494
KWFC	Hot Springs, Ark.	1310	250	325
KWFT	Wichita Falls, Texas	620	5000 d., 1000 n.	637
KWG	Stockton, Calif.	1230	250	348
KWHK	Hutchinson, Kans.	1190	1000	418
KWHN	Ft. Smith, Arks.	1320	5000	324
KWHW	Altus, Okla.	1450	250	563
KWIL	Albany, Ore.	1240	250	569
KWIN	Ashland, Ore.	1400	250	569
KWJB	Globe, Ariz.	1240	250	320
KWJJ	Portland, Ore.	1040	1000	574
KWK	St. Louis, Mo.	1380	5000 d., 1000 n.	476
KWKH	Shreveport, La.	1130	50000	431
KWKW	Pasadena, Calif.	1430	1000	339
KWLC	Decorah, Iowa	1240	250	409
KWLK	Longview, Wash.	1400	250	649
KWLM	Willmar, Minn.	1310	250	467
KWNO	Winona, Minn.	1230	250	467
KWOC	Poplar Bluff, Mo.	1310	250	477
KWON	Bartlesville, Okla.	1400	250	563
KWOR	Worland, Wyo.	1490	250	667
KWOS	Jefferson City, Mo.	1240	250	473
KWPC	Muscatine, Iowa	860	250	412
KWPM	West Plains, Mo.	1450	250	419
KWRC	Pendleton, Ore.	1240	250	572
KWSC	Pullman, Wash.	1250	5000	650
KWTO	Springfield, Mo.	560	5000 d., 1000 n.	479
KWTX	Waco, Texas	1230	250	633
KWYO	Sheridan, Wyo.	1410	1000 d., 500 n.	667
KXA	Seattle, Wash.	770	1000	652
KXEL	Waterloo, Iowa	1540	50000	413
KXL	Portland, Ore.	750	10000	574
KXLA	Pasadena, Calif.	1110	10000	339
KXLO	Lewiston, Mont.	1230	250	482
KXLR	North Little Rock, Ark.	1450	250	326
KXO	El Centro, Calif.	1230	250	330
KXOA	Sacramento, Calif.	1490	250	311
KXOK	St. Louis, Mo.	630	5000	476
KXOX	Sweetwater, Texas	1240	250	635
KXRO	Aberdeen, Wash.	1340	250	618
KXYZ	Houston, Texas	1320	5000	628
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	345
KYCA	Prescott, Ariz.	1490	250	321
KYJC	Medford, Ore.	1230	250	572
KYOR	San Diego, Calif.	1130	250	343
KYOS	Merced, Calif.	1490	250	337

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KYSM	Mankato, Minn.	1230	250	464
KYUM	Yuma, Ariz.	1210	250	322
KYW	Philadelphia, Pa.	1060	50000	585
WAAB	Worcester, Mass.	1440	5000	449
WAAF	Chicago, Ill.	950	1000	390
WAAT	Newark, N. J.	970	1000	491
WABI	Bangor, Me.	910	1000, 5000 C.P.	432
WABY	Albany, N. Y.	1100	250	497
WACO	Waco, Texas	1460	1000	636
WADC	Akron, O.	1350	5000	517
WAGA	Atlanta, Ga.	590	5000	373
WAGC	Chattanooga, Tenn.	1450	250	610
WAGE	Syracuse, N. Y.	620	1000	523
WAGF	Dothan, Ala.	1400	250	315
WAGM	Presque Isle, Me.	1450	100 C.P. 250	434
WAIM	Anderson, S. C.	1230	250	603
WAIR	Winston-Salem, N. C.	1310	250	511
WAIT	Chicago, Ill.	820	5000	390
WAJR	Morgantown, W. Va.	1230	250	658
WAKR	Akron, O.	1590	5000	517
WALA	Mobile, Ala.	1410	5000	317
WALB	Albany, Ga.	1590	1000	373
WALL	Middletown, N. Y.	1310	250	503
WABJ	Adrian, Mich.	1500	250	451
WAML	Laurel, Miss.	1310	250	470
WANN	Annapolis, Md.	1190	1000	437
WAOV	Vincennes, Ind.	1450	250	407
WAPA	San Juan, P. R.	680	10,000	675
WAPI	Birmingham, Ala.	1070	5000	313
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	610
WARD	Johnstown, Pa.	1490	250	582
WARL	Arlington, Va.	780	1000	611
WARM	Scranton, Pa.	1400	250	594
WASK	Lafayette, Ind.	1450	250	406
WATL	Atlanta, Ga.	1400	250	373
WATN	Watertown, N. Y.	1240	250	527
WATR	Waterbury, Conn.	1320	1000	358
WATT	Cadillac, Mich.	1240	250	452
WATW	Ashland, Wisc.	1400	250	660
WATZ	Alpena, Mich.	1450	250	451
WAUX	Waukesha, Wics.	1510	250	666
WAVE	Louisville, Ky.	970	5000	423
WAWZ	Zarepath, N. J.	1380	5000 d., 1000 n.	492
WAYN	Rockingham, N. C.	900	1000	538
WAYS	Charlotte, N. C.	610	5000 d., 1000 n.	531
WAYX	Waycross, Ga.	1230	250	383
WAZL	Hazleton, Pa.	1490	250	581
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	407
WBAB	Atlantic City, N. J.	1490	250	489
WBAC	Cleveland, Tenn.	1310	250	611
WBAL	Baltimore, Md.	1090	50000	437
WBAP	Fort Worth, Texas	820	50000	627
WBAX	Wilkes-Barre, Pa.	1210	250	596
WBBB	Burlington, N. C.	920	1000	529
WBBC	Flint, Mich.	1330	1000	456
WBBL	Richmond, Va.	1450	250	645
WBBM	Chicago, Ill.	780	50000	391
WBBQ	Augusta, Ga.	1310	250	376
WBBR	Brooklyn, N. Y.	1330	1000	499
WBBW	Indianapolis, Ind.	1550	250	403
WBBZ	Ponca City, Okla.	1230	250	566
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	451
WBEJ	Elizabethton, Tenn.	1210	250	612

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WBEN	Buffalo, N. Y.	930	5000	499
WBGE	Atlanta, Ga.	1340	250	375
WBHB	Fitzgerald, Ga.	1240	250	379
WBHF	Cartersville, Ga.	1450	250	377
WBHP	Huntsville, Ala.	1230	250	316
WBIG	Greensboro, N. C.	1470	5000	534
WBIR	Knoxville, Tenn.	1240	250	613
WBLJ	Dalton, Ga.	1230	250	378
WBLK	Clarksburg, W. Va.	1400	250	657
WBML	Macon, Ga.	1240	250	379
WBNS	Columbus, O.	1460	5000 d., 1000 n	551
WBNX	New York, N. Y.	1390	5000	505
WBNY	Buffalo, N. Y.	1400	250	500
WBOB	Galax, Va.	1400	250	642
WBOC	Salisbury, Md.	1230	250	439
WBOM	Oak Ridge, Tenn.	1490	250	517
WBOW	Terre Haute, Ind.	1230	250	407
WBPZ	Lock Haven, Pa.	1230	250	584
WBRB	Red Bank, N. J.	1240	100	492
WBRC	Birmingham, Ala.	960	5000	314
WBRE	Wilkes-Barre, Pa.	1340	250	596
WBRK	Pittsfield, Mass.	1340	250	448
WBRW	Welch, W. Va.	1310	250	659
WBRY	Waterbury, Conn.	1590	5000	358
WBSR	Pensacola, Fla.	1450	250	368
WBT	Charlotte, N. C.	1110	50000	531
WBTA	Batavia, N. Y.	1490	250	497
WBTH	Williamson, W. Va.	1400	250	660
WBTM	Danville, Va.	1400	250	642
WBUY	Lexington, N. C.	1190	250	537
WBYN	Brooklyn, N. Y.	1430	1000 d., 500 n.	499
WBZ	Boston, Mass.	1030	50000	441
WBZA	Springfield, Mass.	1030	1000	441
WCAE	Pittsburgh, Pa.	1250	5000	592
WCAL	Northfield, Minn.	770	5000	466
WCAM	Camden, N. J.	1310	500	489
WCAO	Baltimore, Md.	600	5000	437
WCAP	Asbury Park, N. J.	1310	500	489
WCAR	Pontiac, Mich.	1130	1000	460
WCAT	Rapid City, S. D.	1230	100	608
WCAU	Philadelphia, Pa.	1210	50000	587
WCAW	Charleston, W. Va.	1400	250	657
WCAX	Burlington, Vt.	620	1000	640
WCAZ	Carthage, Ill.	990	1000	390
WCBC	Anderson, Ind.	1470	1000	401
WCBI	Columbus, Miss.	1310	250	468
WCBM	Baltimore, Md.	1400	250	437
WCBS	New York, N. Y.	880	50,000	505
WCBT	Roanoke Rapids, N. C.	1230	250	538
WCCO	Minneapolis, Minn.	830	50000	464
WCCP	Savannah, Ga.	1450	250	381
WCED	Du Bois, Pa.	1230	250	578
WCFL	Chicago, Ill.	1000	10000	391
WCHA	Chambersburg, Pa.	800	1000	577
WCHS	Charleston, W. Va.	580	5000	656
WCHV	Charlottesville, Va.	1240	250	642
WCIF	Madisonville, Ky.	730	250	424
WCIL	Carbondale, Ill.	1020	1000	389
WCJU	Columbia, Miss.	1450	250	468
WCKB	Dunn, N. C.	780	1000	532
WCKY	Cincinnati, O.	1530	50000	548
WCLO	Janesville, Wisc.	1230	250	661
WCMA	Corinth, Miss.	1230	250	468

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WCMI	Ashland, Ky.	1340	250	421
WCMW	Canton, Ohio	1060	1000	518
WCNC	Elizabeth, N. C.	1100	250	533
WCNH	Concord, N. H.	1190	250	487
WCNT	Centralia, Ill.	1210	1000	390
WCOA	Pensacola, Fla.	1370	1000 d., 500 n.	368
WCOB	West Yarmouth, Mass.	1240	250	419
WCOC	Meridian, Miss.	910	5000	470
WCOL	Columbus, O.	1230	250	552
WCOP	Boston, Mass.	1150	5000	441
WCOS	Columbia, S. C.	1400	250	604
WCOU	Lewiston, Maine	1240	250	433
WCOV	Montgomery, Ala.	1240	250	317
WCPO	Cincinnati, O.	1230	250	548
WCPS	Tarboro, N. C.	760	1000	540
WCRO	Johnstown, Pa.	1230	250	582
WCRS	Greenwood, S. C.	1450	250	606
WCRW	Chicago, Ill.	1240	100	391
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	603
WCSH	Portland, Me.	970	5000	433
WCTA	Andalusia, Ala.	1310	250	313
WCTC	New Brunswick, N. J.	1150	250	491
WCTT	Corbin, Ky.	1400	250	421
WCVS	Springfield, Ill.	1450	250	400
WCYB	Bristol, Tenn.	690	1000	610
WDAD	Indiana, Pa.	1450	250	582
WDAE	Tampa, Fla.	1250	5000	370
WDAF	Kansas City, Mo.	610	5000	476
WDAK	Columbus, Ga.	1340	250	377
WDAN	Danville, Ill.	1480	250	394
WDAR	Savannah, Ga.	1400	250	381
WDAS	Philadelphia, Pa.	1400	250	587
WDAY	Fargo, N. D.	970	5000	543
WDBC	Escanaba, Mich.	1190	250	456
WDBJ	Roanoke, Va.	960	5000	646
WDBO	Orlando, Fla.	580	5000	367
WDEF	Chattanooga, Tenn.	1190	250	611
WDEL	Wilmington, Del.	1150	5000	359
WDEV	Waterbury, Vt.	550	1000	641
WDGY	Minneapolis, Minn.	1130	5000 d., 1000 n.	465
WDHL	Bradenton, Fla.	1190	250	362
WDLB	Marshfield, Wisc.	1450	250	663
WDLP	Panama City, Fla.	1230	250	368
WDMJ	Marquette, Mich.	1340	250	460
WDNC	Durham, N. C.	1190	250	532
WDOD	Chattanooga, Tenn.	1310	5000	611
WDRC	Hartford, Conn.	1360	5000	355
WDSC	Dillon, S. C.	800	1000	605
WDSG	Dyersburg, Tenn.	1450	250	612
WDSM	Superior, Wisc.	1230	250	665
WDSR	Lake City, Fla.	1340	250	365
WDUE	Philadelphia, Miss.	1490	250	471
WDUK	Durham, N. C.	1610	1000	532
WDSU	New Orleans, La.	1280	5000	430
WDVA	Danville, Va.	1250	5000 d., 1000 n.	642
WDWS	Champaign, Ill.	1400	250	390
WDZ	Tuscola, Ill.	1050	1000	400
WEAM	Arlington, Va.	1390	250	642
WEAN	Providence, R. I.	790	5000	601
WEAU	Eau Claire, Wisc.	790	5000	661
WEBC	Duluth, Minn.	1320	5000	463
WEBQ	Harrisburg, Ill.	1240	250	395
WEBR	Buffalo, N. Y.	1310	250	500

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WEDC	Chicago, Ill.	1240	250	391
WEDO	McKeesport, Pa.	810	1000	584
WEED	Rocky Mount, N. C.	1450	250	539
WEEI	Boston, Mass.	590	5000	441
WEEK	Peoria, Ill.	1350	1000	397
WEEU	Reading, Pa.	850	1000	593
WEGO	Concord, N. C.	1410	1000	531
WEIM	Fitchburg, Mass.	1310	250	446
WELI	New Haven, Conn.	960	1000 d., 500 n.	356
WELL	Battle Creek, Mich.	1100	250	451
WELM	Elmira, N. Y.	1400	250	501
WELO	Tupelo, Miss.	1190	250	471
WEMP	Milwaukee, Wisc.	1310	250	663
WENC	Whiteville, N. C.	1240	250	540
WENK	Union City, Tenn.	1240	250	617
WENR	Chicago, Ill.	890	50000	391
WENT	Gloversville, N. Y.	1310	250	502
WENY	Elmira, N. Y.	1230	250	501
WEOA	Evansville, Ind.	1400	250	402
WEPM	Martinsburg, W. Va.	1310	250	658
WERC	Erie, Pa.	1230	250	579
WESC	Greenville, S. C.	660	5000	605
WEST	Easton, Pa.	1400	250	578
WESX	Salem, Mass.	1230	250	448
WEVD	New York, N. Y.	1330	5000	507
WEW	St. Louis, Mo.	770	1000	477
WEXL	Royal Oak, Mich.	1310	250	461
WFAA	Dallas, Texas	820	50000	623
WFAS	White Plains, N. Y.	1230	250	528
WFAU	Augusta, Me.	1310	250	432
WFBC	Greenville, S. C.	1330	5000	605
WFBG	Altoona, Pa.	1310	250	577
WFBL	Syracuse, N. Y.	1390	5000	523
WFBM	Indianapolis, Ind.	1260	5000	405
WFBR	Baltimore, Md.	1300	5000	438
WFCI	Pawtucket, R. I.	1420	5000	601
WFDF	Flint, Mich.	910	1000	456
WFEA	Manchester, N. H.	1370	5000	488
WFEB	Sylacauga, Ala.	1310	250	318
WFHR	Wisconsin Rapids, Wisc.	1310	250	666
WFIG	Sumter, S. C.	1310	250	607
WFIL	Philadelphia, Pa.	560	1000	587
WFIN	Findlay, O.	1330	1000	553
WFKY	Frankfort, Ky.	1490	250	421
WFLA	Tampa, Fla.	970	5000	370
WFMD	Frederick, Md.	930	500	439
WFMJ	Youngstown, O.	1450	250	561
WFNC	Fayetteville, N. C.	1450	250	533
WFOM	Marietta, Ga.	1230	250	380
WFOR	Hattiesburg, Miss.	1400	250	469
WFOX	Milwaukee, Wisc.	860	250	663
WFOY	St. Augustine, Fla.	1240	250	369
WFRP	Savannah, Ga.	1230	250	381
WFPG	Atlantic City, N. J.	1450	250	489
WFTC	Kinston, N. C.	1280	250	536
WFTL	Ft. Lauderdale, Fla.	1400	250	363
WFUN	Huntsville, Ala.	1450	250	316
WFVA	Fredericksburg, Va.	1230	250	642
WFVL	Hollywood, Fla.	910	1000	363
WGAA	Cedartown, Ga.	1310	250	377
WGAC	Augusta, Ga.	580	5000	376
WGAD	Gadsden, Ala.	1350	250	315
WGAL	Lancaster, Pa.	1490	250	583

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WGAN	Portland, Me.	560	5000	433
WGAP	Maryville, Tenn.	1400	250	614
WGAR	Cleveland, O.	1220	5000	519
WGAT	Utica, N. Y.	1100	250	525
WGAU	Athens, Ga.	1310	250	373
WGAY	Silver Spring, Md.	1050	1000	439
WGBB	Freeport, N. Y.	1210	100	501
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	402
WGBG	Greensboro, N. C.	980	1000	535
WGBI	Scranton, Pa.	910	1000 d., 500 n.	594
WGBR	Goldboro, N. C.	1100	250	533
WGBS	Miami, Fla.	710	10000	365
WGCM	Gulfport, Miss.	1230	250	469
WGES	Chicago, Ill.	1390	5000	392
WGGA	Gainesville, Ga.	1240	250	379
WGH	Newport News, Va.	1310	250	613
WGIL	Galesburg, Ill.	1400	250	395
WGKV	Charleston, W. Va.	1490	250	656
WGL	Fort Wayne, Ind.	1250	1000	402
WGN	Chicago, Ill.	720	50000	392
WGNC	Gastonia, N. C.	1450	250	533
WGNH	Gadsden, Ala	1400	250	315
WGNI	Wilmington, N. C.	1310	250	540
WGNY	Newburgh, N. Y.	1220	1000	503
WGOV	Valdosta, Ga.	1450	250	382
WGPA	Bethlehem, Pa.	1100	250	577
WGPC	Albany, Ga.	1450	250	373
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	501
WGRC	Louisville, Ky.	1100	250	423
WGRM	Greenwood, Miss.	1240	250	469
WGRV	Greenville, Tenn.	1310	250	612
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	375
WGTC	Greenville, N. C.	1490	250	535
WGTM	Wilson, N. C.	1310	250	511
WGWC	Selma, Ala.	340	250	318
WGWR	Asheboro, N. C.	1260	1000	529
WGY	Schenectady, N. Y.	810	50000	521
WHA	Madison, Wisc.	970	5000	662
WHAI	Greenfield, Mass.	1210	250	416
WHAL	Shelbyville, Tenn.	1400	250	617
WHAM	Rochester, N. Y.	1180	50000	519
WHAS	Louisville, Ky.	810	50000	423
WHAT	Philadelphia, Pa.	1310	100	587
WHAV	Haverhill, Mass.	250	416	416
WHAZ	Troy, N. Y.	1330	1000	521
WHB	Kansas City, Mo.	880	1000	277
WHBB	Selma, Ala.	1490	250	318
WHBC	Canton, O.	1480	5000	518
WHBF	Rock Island, Ill.	1270	5000	399
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	491
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n.	665
WHBQ	Memphis, Tenn.	1400	250	614
WHBS	Huntsville, Ala.	1490	250	316
WHBU	Anderson, Ind.	1210	250	401
WHBY	Appleton, Wisc.	1230	250	660
WHCU	Ithaca, N. Y.	870	1000	502
WHDF	Calumet, Mich.	1400	250	452
WHDH	Boston, Mass.	850	5000	414
WHDL	Olean, N. Y.	1450	250	517
WHEB	Portsmouth, N. H.	750	1000	488
WHEC	Rochester, N. Y.	1460	5000	519
WHFB	Benton Harbor-St. Joseph, Mich.	1060	1000	452
WHFC	Cicero, Ill.	1450	250	391

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WHGB	Harrisburg, Pa.	1400	250	580
WHHT	Durham, N. C.	1580	1000	532
WHHM	Memphis, Tenn.	1310	250	614
WHIO	Dayton, O.	1290	5000	552
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	656
WHIT	New Bern, N. C.	1450	250	537
WHIZ	Zanesville, O.	1240	250	561
WHJB	Greensburg, Pa.	620	250	579
WHK	Cleveland, O.	1120	5000	549
WHKC	Columbus, O.	610	1000	552
WHKK	Akron, O.	610	1000	547
WHKP	Hendersonville, N. C.	1450	250	535
WHKY	Hickory, N. C.	1290	5000 d., 1000 n.	535
WHLB	Virginia, Minn.	1100	250	467
WHLD	Niagara Falls, N. Y.	1290	1000	517
WHLI	Hempstead, N. Y.	1100	250	502
WHLN	Harlan, Ky.	1230	250	422
WHLS	Port Huron, Mich.	1450	250	460
WHMA	Anniston, Ala.	1450	250	313
WHN	New York, N. Y.	1050	50000	507
WHNC	Henderson, N. C.	890	1000	536
WHO	Des Moines, Iowa	1010	50000	410
WHOB	Gardner, Mass.	1490	250	446
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	491
WHOP	Hopkinsville, Ky.	1230	250	422
WHOT	South Bend, Ind.	1490	250	406
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	581
WHSC	Hartsville, S. C.	1450	250	606
WHTB	Talladega, Ala.	1230	250	319
WHTN	Huntington, W. Va.	800	1000	658
WHUB	Cookeville, Tenn.	1400	250	612
WHUM	Reading, Pa.	1240	250	594
WHUN	Huntington, Pa.	1400	250	582
WHWL	Wilkes-Barre, Pa.	730	1000	597
WHYN	Holyoke, Mass.	1400	250	446
WIAC	Hato Rey-San Juan, Puerto Rico	580	5000	677
WIBA	Madison, Wisc.	1310	5000	662
WIBC	Indianapolis, Ind.	1070	5000	403
WIBG	Philadelphia, Pa.	990	10000	587
WIBM	Jackson, Mich.	1450	250	459
WIBU	Poynette, Wisc.	1240	250	664
WIBV	Belleville, Ill.	1060	250	389
WIBW	Topeka, Kans.	580	5000	419
WIBX	Utica, N. Y.	1230	250	527
WICA	Ashtabula, O.	970	1000	547
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	355
WICY	Malone, N. Y.	1490	250	503
WIGM	Medford, Wisc.	1490	250	663
WIKB	Iron Mountain, Mich.	1230	250	457
WIL	St. Louis, Mo.	1230	250	477
WILK	Wilkes-Barre, Pa.	1450	250	597
WILL	Urbana, Ill.	580	5000	400
WILM	Wilmington, Del.	1450	250	359
WINC	Winchester, Va.	1400	250	647
WIND	Chicago, Ill.	560	5000	392
WING	Dayton, O.	1410	5000	553
WINK	Fort Myers, Fla.	1240	250	363
WINN	Louisville, Ky.	1240	250	424
WINR	Binghamton, N. Y.	1490	250	497
WINS	New York, N. Y.	1010	5000	507
WINX	Washington, D. C.	1340	250	360
WIOD	Miami, Fla.	610	5000	366
WIP	Philadelphia, Pa.	610	5000	589

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WIRA	Fort Pierce, Fla.	1400	250	363
WIRE	Indianapolis, Ind.	1430	5000	405
WIRL	Peoria, Ill.	1290	5000	397
WIS	Columbia, S. C.	560	5000	601
WISE	Asheville, N. C.	1230	250	529
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	405
WISN	Milwaukee, Wisc.	1150	5000	664
WISR	Butler, Pa.	680	250	577
WITH	Baltimore, Md.	1230	250	438
WIZE	Springfield, O.	1340	250	556
WJAC	Johnstown, Pa.	1100	250	582
WJAG	Norfolk, Neb.	780	1000	481
WJAR	Providence, R. I.	920	5000	601
WJAS	Pittsburgh, Pa.	1320	5000	592
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	361
WJBC	Bloomington, Ill.	1230	250	389
WJBK	Detroit, Mich.	1490	250	452
WJBO	Baton Rouge, La.	1150	5000	427
WJBW	New Orleans, La.	1230	250	439
WJBY	Gadsden, Ala.	1240	250	316
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	469
WJEF	Grand Rapids, Mich.	1230	250	457
WJEJ	Hagerstown, Md.	1240	250	439
WJHL	Johnson City, Tenn.	910	1000	613
WJHO	Opelika, Ala.	1400	250 d., 100 n	318
WJHP	Jacksonville, Fla.	1320	250	364
WJIM	Lansing, Mich.	1240	250	459
WJJD	Chicago, Ill.	1160	20000	393
WJJM	Lewisburg, Tenn.	1490	250	614
WJLB	Detroit, Mich.	1400	250	453
WJLD	Bessemer, Ala.	1100	250	313
WJLS	Beckley, W. Va.	550	1000	655
WJMC	Rice Lake, Wisc.	1240	250	685
WJMS	Ironwood, Mich.	1150	250	457
WJNC	Jacksonville, N. C.	1240	250	536
WJNO	West Palm Beach, Fla.	1230	250	370
WJOB	Hammond, Ind.	1230	250	405
WJOI	Florence, Ala.	1310	250	315
WJOL	Joliet, Ill.	1310	250	396
WJOR	Bangor, Me.	1230	260	432
WJOY	Burlington, Vt.	1230	250	640
WJPA	Washington, Pa.	1450	250	595
WJPF	Herrin, Ill.	1310	250	395
WJPR	Greenville, Miss.	1310	250	468
WJQS	Jackson, Miss.	1100	100	469
WJR	Detroit, Mich.	760	50000	455
WJRD	Tuscaloosa, Ala.	1230	250	319
WJTN	Jamestown, N. Y.	1240	250	502
WJW	Cleveland, O.	850	5000	550
WJXN	Jackson, Miss.	1490	250	470
WJZ	New York, N. Y.	770	50000	509
WJZM	Clarksville, Tenn.	1100	250	611
WKAL	Rome, N. Y.	1450	250	520
WKAN	Kankakee, Ill.	1320	1000	396
WKAQ	San Juan, Puerto Rico	620	5000	677
WKAR	East Lansing, Mich.	870	5000	456
WKAT	Miami, Fla.	1360	1000	367
WKAX	Birmingham, Ala.	900	1000	314
WKAY	Glasgow, Ky.	1490	250	421
WKBB	Dubuque, Iowa	1190	250	411
WKBH	La Crosse, Lisw.	1410	5000	662
WKBN	Youngstown, O.	570	5000	561
WKBO	Harrisburg, Pa.	1230	250	580
WKBR	Manchester, N. H.	1240	250	488
WKBV	Richmond, Ind.	1490	250	406
WKBW	Buffalo, N. Y.	1520	50000	501
WKBZ	Muskegon, Mich.	1190	250	460
WKDK	Newberry, S. C.	1240	250	606
WKEU	Griffin, Ga.	1150	250	379
WKEY	Covington, Va.	1310	250	642
WKIP	Poughkeepsie, N. Y.	1450	250	519
WKIX	Columbia, S. C.	1490	250	604
WKJB	Mayaguez, P. R.	1340	250	675
WKLA	Ludington, Mich.	1450	250	459
WKLX	Lexington, Ky.	1300	1000	422
WKMA	Quitman, Ga.	1490	250	380
WKMO	Kokomo, Ind.	1400	250	405
WKNA	Charleston, W. Va.	950	1000	656
WKNB	New Britain, Conn.	810	1000	356
WKNE	Keene, N. H.	1290	5000	487
WKNY	Kingston, N. Y.	1490	250	503
WKOK	Sunbury, Pa.	1240	250	595
WKPA	New Kensington, Pa.	1150	250	585

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WKPT	Kingsport, Tenn.	1100	250	613
WKRG	Mobile, Ala.	710	1000	317
WKRC	Cincinnati, O.	550	5000 d., 1000 n.	518
WKRM	Columbia, Tenn.	1310	250	611
WKRO	Cairo, Ill.	1490	250	389
WKRZ	Oil City, Pa.	1340	250	[illegible]
WKST	New Castle, Pa.	1280	1000	581
WKTM	Mayfield, Ky.	1650	250	424
WKUL	Cullman, Ala.	1310	250	314
WKVM	Arecibo, Puerto Rico	1230	250	675
WKWF	Key West, Fla.	1500	500	345
WKWK	Wheeling, W. Va.	1100	250	659
WKXL	Concord, N. H.	1450	250	487
WKY	Oklahoma City, Okla.	930	5000	566
WKYB	Paducah, Ky.	800	1000	425
WKZO	Kalamazoo, Mich.	590	5000	459
WLAC	Nashville, Tenn.	1510	50000	615
WLAG	La Grange, Ga.	1240	250	379
WLAK	Lakeland, Fla.	1310	250	365
WLAN	Lancaster, Pa.	1320	1000	583
WLAP	Lexington, Ky.	1450	250	423
WLAR	Athens, Tenn.	1450	250	610
WLAT	Conway, S. C.	1499	250	605
WLAU	Laurel, Miss.	1190	250	470
WLAV	Grand Rapids, Mich.	1340	250	457
WLAW	Lawrence, Mass.	680	5000	417
WLAY	Muscle Shoals City, Ala.	1450	250	318
WLBC	Muncie, Ind.	1310	250	406
WLBH	Mattoon, Ill.	1170	250	396
WLBJ	Bowling Green, Ky.	1310	250	421
WLBL	Stevens Point, Wisc.	930	5000	665
WLBR	Lebanon, Pa.	1270	1000	581
WLBZ	Bangor, Me.	620	5000	432
WLCS	Baton Rouge, La.	1409	250	427
WLDS	Jacksonville, Ill.	1189	250 C.P. 1000	396
WLEE	Richmond, Va.	1150	250	645
WLEU	Erie, Pa.	1450	250	579
WLEX	Lexington, Ky.	1340	250	423
WLIB	New York, N. Y.	1190	1000	511
WLLH	Lowell-Lawrence, Mass.	1100	250	447
WLNH	Laconia, N. H.	1340	250	487
WLOE	Leaksville, N. C.	1190	100	536
WLOF	Orlando, Fla.	1230	250	367
WLOG	Logan, W. Va.	1230	250	658
WLOK	Lima, O.	1240	250	555
WLOL	Minneapolis, Minn.	1330	1000	465
WLOW	Norfolk, Va.	1590	1000	644
WLPM	Suffolk, Va.	1450	250	647
WLS	Chicago, Ill.	890	50000	392
WLVA	Lynchburg, Va.	1230	250	643
WLW	Cincinnati, O.	700	50000	549
WMAJ	State College, Pa.	1450	250	595
WMAL	Washington, D. C.	630	5000	360
WMAM	Marinette, Wisc.	570	250 d., 100 n.	662
WMAN	Mansfield, O.	1400	250	555
WMAQ	Chicago, Ill.	670	50000	393
WMAS	Springfield, Mass.	1450	250	448
WMAZ	Macon, Ga.	940	5000	379
WMBC	Macon, Miss.	1400	250	470
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	397
WMBG	Richmond, Va.	1380	5000	646
WMBH	Joplin, Mo.	1450	250	475
WMBI	Chicago, Ill.	1110	5000	391
WMBN	Petoskey, Mich.	1340	250	460
WMBO	Auburn, N. Y.	1310	250	497
WMBR	Jacksonville, Fla.	1100	250	364
WMBS	Uniontown, Pa.	590	1000	595
WMC	Memphis, Tenn.	790	5000	614
WMCA	New York, N. Y.	570	5000	513
WMEX	Boston, Mass.	1510	5000	441
WMFD	Wilmington, N. C.	1400	250	540
WMFF	Plattsburgh, N. Y.	1340	250	519
WMFG	Hibbing, Minn.	1240	250	464
WMFJ	Daytona Beach, Fla.	1450	250	362
WMFR	High Point, N. C.	1230	250	535
WMFT	Florence, Ala.	1240	250	315
WMGA	Moultrie, Ga.	1400	250	380
WMGR	Bainbridge, Ga.	1490	250	376
WMGY	Montgomery, Ala.	800	1000	317
WMIN	St. Paul, Minn.	1400	250	467
WMIS	Natchez, Miss.	1490	250	471
WMJM	Cordele, Ga.	1490	250 d., 100 n.	379
WMLT	Dublin, Ga.	1340	250	378

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WMMJ	Peoria, Ill.	1020	1000	397
WMMN	Fairmont, W. Va.	920	5000	657
WMOA	Marietta, Ohio	1490	250	555
WMOB	Mobile, Ala.	1230	250	317
WMOC	Covington, Ga.	1490	250	378
WMOG	Brunswick, Ga.	1490	250	376
WMOH	Hamilton, O.	1450	250	555
WMON	Montgomery, W. Va.	1310	250	658
WMOU	Berlin, N. H.	1230	250	487
WMOX	Meridian, Miss.	1230	250	471
WMPC	Lapeer, Mich.	1230	250	459
WMPS	Memphis, Tenn.	1460	1000 d., 500 n.	615
WMRC	Greenville, S. C.	1490	250	605
WMRF	Lewiston, Pa.	1190	250	584
WMRN	Marion, O.	1190	250	555
WMRO	Aurora, Ill.	1280	250 d., 100 n.	389
WMRP	Flint, Mich.	1510	250	456
WMSA	Massena, N. Y.	1310	250	503
WMSL	Decatur, Ala.	1400	250	315
WMT	Cedar Rapids, Iowa	600	5000	408
WMTW	Portland, Me.	1490	250	434
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	488
WMUS	Muskegon, Mich.	1090	1000	460
WMVA	Martinsville, Va.	1450	250	613
WMVG	Milledgeville, Ga.	1450	250	380
WNAB	Bridgeport, Conn.	1450	250	353
WNAC	Boston, Mass.	1260	5000	414
WNAD	Norman, Okla.	610	1000	565
WNAE	Warren, Pa.	1310	1000	595
WNAR	Norristown, Pa.	1110	500	585
WNAX	Yankton, S. D.	570	5000	609
WNBC	New York, N. Y.	660	50000	511
WNBF	Binghamton, N. Y.	1290	5000	499
WNBH	New Bedford, Mass.	1310	250	418
WNBZ	Saranac Lake, N. Y.	1320	100	521
WNCA	Asheville, N. C.	1310	250	529
WNDH	Boston, Mass.	850	5000	444
WNDR	Syracuse, N. Y.	1260	500	524
WNEB	Worcester, Mass.	1230	250	449
WNEL	San Juan, Puerto Rico	1320	5000	677
WNEW	New York, N. Y.	1130	10000	515
WNEX	Macon, Ga.	1400	250	380
WNGO	Mayfield, Ky.	1320	1000	424
WNHC	New Haven, Conn.	1310	250	356
WNLC	New London, Conn.	1190	250	357
WNOC	Norwich, Conn.	1400	250	357
WNOE	New Orleans, La.	1450	250	430
WNOX	Knoxville, Tenn.	990	10000	613
WNVA	Norton, Va.	1450	250	614
WNYC	New York, N. Y.	830	1000	513
WOAI	San Antonio, Texas	1200	50000	634
WOC	Davenport, Iowa	1420	5000	409
WOCB	W. Yarmouth, Mass.	1210	250	419
WOHS	Shelby, N. C.	730	250	539
WOI	Ames, Iowa	640	5000	408
WOKO	Albany, N. Y.	1460	1000 d., 500 n.	497
WOL	Washington, D. C.	1260	5000	360
WOLF	Syracuse, N. Y.	1490	250	524
WOLS	Florence, S. C.	1230	250	605
WOMI	Owensboro, Ky.	1490	250	425
WOMT	Manitowoc, Wisc.	1210	250	662
WOND	Oak Ridge, Tenn.	1450	250	617
WONS	Hartford, Conn.	1410	5000	355
WOOD	Grand Rapids, Mich.	1300	5000	457
WOPI	Bristol, Tenn.	1490	250	610
WOR	New York, N. Y.	710	50000	515
WORC	Worcester, Mass.	1310	1000	419
WORD	Spartanburg, S. C.	1400	250	607
WORK	York, Pa.	1350	1000	599
WORL	Boston, Mass.	950	1000	444
WORZ	Orlando, Fla.	740	1000	367
WOSH	Oshkosh, Wisc.	1490	250	661
WOSU	Columbus, O.	820	5000	532
WOV	New York, N. Y.	1280	5000	517
WOW	Omaha, Neb.	590	5000	485
WOWO	Fort Wayne, Ind.	1190	10000	402
WPAB	Ponce, Puerto Rico	1370	1000	675
WPAD	Paducah, Ky.	1150	250	425
WPAG	Ann Arbor, Mich.	1050	250	451
WPAR	Parkersburg, W. Va.	1450	250	659
WPAT	Paterson, N. J.	930	1000	491
WPAX	Thomasville, Ga.	1240	250	382
WPAY	Portsmouth, O.	1400	250	556

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WPBP	Mayaguez, P. R.	1450	250	675
WPDQ	Jacksonville, Fla.	600	5000	364
WPEN	Philadelphia, Pa.	950	5000	591
WPIC	Sharon, Pa.	790	1000	594
WPIK	Alexandria, Va.	730	1000	641
WPLH	Huntington, W. Va.	1450	250	658
WPOR	Portland, Me.	1450	250	934
WPNA	Alpena, Mich.	1340	250	451
WPPA	Pottsville, Pa.	1360	500	593
WPRA	Mayaguez, Puerto Rico	990	5000 d., 1000 n.	675
WPRO	Providence, R. I.	630	5000	603
WPRP	Ponce, Puerto Rico	1420	250	695
WPTF	Raleigh, N. C.	680	50000	538
WPUV	Pulaski, Va.	1230	250	645
WQAM	Miami, Fla.	560	5000 d., 1000 n.	366
WQAN	Scranton, Pa.	910	1000 d., 500 n.	594
WQBC	Vicksburg, Miss.	1420	1000 d., 500 n.	471
WQQW	Washington, D. C.	570	500	360
WQUA	Moline, Ill.	1230	250	396
WQXR	New York, N. Y.	1560	10000	517
WRAK	Williamsport, Pa.	1400	250	598
WRAL	Raleigh, N. C.	1440	250	537
WRAW	Reading, Pa.	1340	250	593
WRBL	Columbus, Ga.	1230 C.P. 1420	250 C.P. 5000	377
WRC	Washington, D. C.	980	5000	361
WRDO	Augusta, Me.	1400	250	432
WRDW	Augusta, Ga.	1480	5000	376
WREC	Memphis, Tenn.	600	5000	615
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	418
WRGA	Rome, Ga.	1490	250	381
WRHI	Rock Hill, S. C.	1340	250	606
WRHP	Tallahassee, Fla.	1450	250	369
WRJN	Racine, Wisc.	1400	250	665
WRLC	Toccoa, Ga.	1450	250	382
WRLD	West Point, Ga.	1490	250	383
WRNL	Richmond, Va.	910	5000	615
WRNY	Rochester, N. Y.	680	250	520
WROK	Rockford, Ill.	1440	1000 d., 500 n.	399
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	613
WRON	Ronceverte, W. Va.	1400	250	659
WROV	Roanoke, Va.	1490	250	646
WROW	Athens, Tenn.	1490	250	610
WROX	Clarksdale, Miss.	1450	250	468
WRQN	Vidalia, Ga.	1450	250	383
WRR	Dallas, Texas	1310	5000	623
WRRF	Washington, N. C.	930	5000	510
WRRN	Warren, O.	1400	250	561
WRUF	Gainesville, Fla.	850	5000	363
WRVA	Richmond, Va.	1110	50000	646
WSAI	Cincinnati, O.	1360	5000	549
WSAJ	Grove City, Pa.	1310	100	579
WSAM	Saginaw, Mich.	1400	250	461
WSAN	Allentown, Pa.	1470	500	577
WSAP	Portsmouth, Va.	1490	250	646
WSAR	Fall River, Mass.	1480	1000	444
WSAU	Wausau, Wisc.	1400	250	666
WSAV	Savannah, Ga.	1340	250	381
WSAY	Rochester, N. Y.	1370	1000	520
WSAZ	Huntington, W. Va.	930	5000 d., 1000 n.	657
WSB	Atlanta, Ga.	750	50000	375
WSBA	York, Pa.	900	1000	599
WSBC	Chicago, Ill.	1240	250	394
WSBR	Superior, Wisc.	1490	250	666
WSBT	South Bend, Ind.	960	1000 C.P. 5000	406
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	317
WSGC	Elberton, Ga.	1400	250	378
WSGN	Birmingham, Ala.	610	5000 d., 1000 n.	314
WSIV	Pekin, Ill.	1140	250	397
WSIX	Nashville, Tenn.	980	5000	617
WSJS	Winston-Salem, N. C.	600	5000	511
WSKB	McComb, Miss.	1230	250	470
WSLB	Ogdensburg, N. Y.	1400	250	517
WSLI	Jackson, Miss.	1450	250	470
WSLS	Roanoke, Va.	1240	250	646
WSM	Nashville, Tenn.	650	50000	615
WSMB	New Orleans, La.	1350	5000	431

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WSNJ	Bridgeton, N. J.	1210	250	489
WSNY	Schenectady, N. Y.	1210	250	523
WSOC	Charlotte, N. C.	1210	250	531
WSON	Henderson, Ky.	860	500	422
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	461
WSOY	Decatur, Ill.	1310	250	394
WSPA	Spartanburg, S. C.	950	5000	607
WSPB	Sarasota, Fla.	1150	250	369
WSPD	Toledo, O.	1370	5000	557
WSPR	Springfield, Mass.	1270	1000 d., 500 n.	448
WSRS	Cleveland Heights, Ohio	1490	250	551
WSSV	Petersburg, Va.	1240	250	641
WSTC	Stamford, Conn. (Formerly WSRS)	1400	250	357
WSTP	Salisbury, N. C.	1490	250	539
WSTV	Steubenville, O.	1310	250	557
WSUA	Bloomington, Ind.	1010	1000	401
WSUI	Iowa City, Iowa	910	5000	411
WSUN	St. Petersburg, Fla.	620	5000	369
WSVA	Harrisonburg, Va.	550	1000	643
WSYB	Rutland, Vt.	1380	1000	641
WSYR	Syracuse, N. Y.	570	5000	524
WTAD	Quincy, Ill.	960	1000	397
WTAG	Worcester, Mass.	580	5000	449
WTAL	Tallahassee, Fla.	1340	250	370
WTAM	Cleveland, O.	1100	50000	550
WTAQ	Green Bay, Wisc.	1360	5000	661
WTAR	Norfolk, Va.	790	5000	641
WTAW	College Station, Texas	1150	1000	620
WTAX	Springfield, Ill.	1240	100	400
WTBO	Cumberland, Md.	1450	250	439
WTCB	Flint, Mich.	600	1000	456
WTCM	Traverse City, Mich.	1400	250	461
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	
WTEL	Philadelphia, Pa.	1310	250	529
WTHT	Hartford, Conn.	1230	250	356
WTIC	Hartford, Conn.	1080	50000	356
WTIK	Durham, N. C.	730	500	532
WTIP	Charleston, W. Va.	1240	250	656
WTJS	Jackson, Tenn.	1390	1000	612
WTMA	Charleston, S. C.	1250	1000	604
WTMC	Ocala, Fla.	1190	250	367
WTMJ	Milwaukee, Wisc.	620	5000	663
WTMV	East St. Louis, Ill.	1490	250	395
WTNB	Birmingham, Ala.	1490	250	314
WTNJ	Trenton, N. J.	1310	500	492
WTOC	Savannah, Ga.	1290	5000	382
WTOD	Toledo, Ohio	1560	1000	559
WTOK	Meridian, Miss.	1450	250	471
WTOL	Toledo, O.	1230	250	559
WTON	Staunton, Va.	1100	250	647
WTOP	Washington, D. C.	1500	50000	361
WTRC	Elkhart, Ind.	1310	250	401
WTRY	Troy, N. Y.	980	1000	525
WTSB	Lumberton, N. C.	1310	250	537
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	369
WTTM	Trenton, N. J.	920	1000	492
WTVL	Waterville, Me.	1490	250	431
WWBZ	Vineland, N. J.	1360	1000	492
WWCO	Waterbury, Conn.	1240	250	358
WWDC	Washington, D. C.	1150	250	361
WWGP	Sanford, N. C.	1050	1000	539
WWJ	Detroit, Mich.	950	5000	455
WWL	New Orleans, La.	870	50000	431
WWNC	Asheville, N. C.	570	1000	529
WWNR	Beckley, W. Va.	1450	250	655
WWNS	Statesboro, Ga.	1490	250	382
WWNY	Watertown, N. Y.	790	1000	527
WWON	Woonsocket, R. I.	1240	250	603
WWPF	Palatka, Fla.	800	250	368
WWPG	Palm Beach, Fla.	1310	250	368
WWRL	Woodside, N. Y.	1600	250 C.P. 5000	528
WWSC	Glens Falls, N. Y.	1450	250	502
WWSR	St. Albans, Vt.	1120	1000	641
WWSW	Pittsburgh, Pa.	1490	250	592
WWVA	Wheeling, W. Va.	1170	50000	660
WWWB	Jasper, Ala.	1240	250	316
WXYZ	Detroit, Mich.	1270	5000	455

ALABAMA

Estimated Population 2,968,536—Radio Homes 519,644
Stations in State 35

WCTA

ANDALUSIA—EST. 1946

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Andalusia Broadcasting Co., Inc.
Address.....Samford Road
Phone Number.....844
Time on the Air.....5:55 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....World Broadcasting System, Keystone Broadcasting System
Membership.....NAB, Alabama Broadcasters Assoc.

Personnel

President.....R. B. Anderson
General Manager.....James T. Ownby
Sales Manager.....James T. Ownby
Program Director.....J. Dige Bishop
Chief Engineer.....J. Dige Bishop

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WHMA

ANNISTON—EST. 1938

AMERICAN BROADCASTING CO.
ALABAMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Anniston Broadcasting Co.
Operated By.....Anniston Broadcasting Co.
Business Address.....Radio Bldg.
Phone Number.....2380
Transmitter Location.....15th & Boylton
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Anniston Star
News Service.....UP
Transcription Service.....NBC
Representative.....Sears & Ayer, Inc.
Membership.....NAB, BMB

Personnel

Owner.....Harry M. Ayers
General Manager.....J. W. Buttram
Sales Manager.....J. W. Buttram
Program Director.....Malcolm Street
Production Manager.....Malcolm Street
Publicity Director.....Joe Caldwell
Chief Announcer.....Bob Davidson
Musical Director.....Jessie Clark
Chief Engineer.....James Hudson

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WJLD

BESSEMER—EST. 1942

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Johnston Broadcasting Company.
Address.....1800 3rd Ave., N.
Phone Number.....2300; 2301; 6-6172
Transmitter Location.....Blue Lake Site
Time on the Air.....6 a.m. to 12 p.m.
News Service.....AP
Transcription Service.....Standard, Cole, Keystone Broadcasting System.
Representatives.....Helen Wood, New York; Dewey Long, Atlanta; Gene Grant, Hollywood.

Personnel

Principal Partner.....George Johnston, Jr.
General-Station Manager....William R. Terry
Commercial Manager.....Clay Coe
Sales Director.....Carl Ross
Musical Director.....Robert Tamblyn
Chief Engineer.....Rufus Jones

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WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 Watts
Owned By.....Alabama Polytechnic Institute, University of Alabama, Alabama College.
Operated By.....Voice of Alabama, Inc.
Address .....Protective Life Bldg.
Phone Number.....3-8116
Transmitter Location.....Sandusky, Ala.
Time on the Air....5:45 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight.
News Service.....UP
Transcription Service .....WBS
Representative..... Radio Sales
Membership.....NAB, BMB

Personnel

Chairman of Board.....Ed Norton
President-Treasurer.....Thad Holt
General Manager.....Thad Holt
Operations Manager.....Lionel Baxter
Sales Manager.....Thad Holt
Sales Promotion Manager.....Lionel Baxter
Program Director.....Jimmie Willson
Musical Director.....Stanleigh Malotte
Chief Engineer.....Norman S. Hurlew

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WBRC

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc.....Power: 5000 Watts

Owned-Operated By..Birmingham Broadcasting Co., Inc.
Address.....WBRC Bldg., 1727½ 2nd Ave. N.
Phone Number 4-7741
Transmitter Location....2400 Arkedelphia Rd.
Time on the Air.....Unlimited
News Service.....INS
Transcription Service.....Standard Radio & Langworth
Representative.....Paul H. Raymer Co.
Membership.....BMB, NAB

Personnel

President.....Eloise Smith Hanna
General Manager.....Eloise Smith Hanna
Station Manager.....Howell C. Cobb
Sales Managers.....L. W. Connors, Don D. Campbell
Program Director.....Howell C. Cobb
Production Manager.....Ira Leslie
Publicity Director.....John T. Orr
Chief Announcer.....Fox Lightfoot
Musical Director.....Herbert Grieb
Chief Engineer.....G. P. Hamann

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WKAX

BIRMINGHAM—EST. 1946

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....Courier Broadcasting Service, Inc.
Address.....1710 6th Ave. No., P.O. Box 2190
Phone Number.....54-2541
Transmitter Location.....231 2nd St., West
Time on the Air.....Daytime only
News Service.....AP
Transcription Service.....Associaed Program Service

Personnel

Owner.....Dr. Glenn V. Tingley
General Manager.....Ganus C. Scarborough
Station Manager.....Ganus C. Scarborough
Program Director.....Horace Pumphrey
Production Manager...Frank Hamilton Accorsi
Publicity Director.....Maurice Jackson
Chief Announcer.....Horace Pumphrey
Musical Director.....Wanda Houghton
Chief Engineer.....Stanley Hawkins
Record MC.....Maurice Jackson

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WSGN

BIRMINGHAM—EST. 1927

AMERICAN BROADCASTING COMPANY

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated by.....The Birmingham News Co.
Business Address.....P.O. Box 2553
Studio Address.....Dixie Carlton Hotel
Phone Number.....4-3434
Transmitter Location.....Alabama State Fair Grounds
Time on the Air.....1 a.m. weekdays, 6:30 a.m. to 1 a.m. Sundays
Newspaper Affiliation.....Birmingham News Company, Birmingham News-Age-Herald.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

V.P.-Managing Director.....Henry P. Johnston
Commercial Manager.....Julian A. Flint
Sales Promotion & Publicity Mgr.....Mrs. Mary F. Childers
Program Director.....Eugene M. Plumstead
Chief Engineer.....Gordon Bishop
Record Mc's.....James Cleary, Charles Atchison, Craig Lowe, William Grimm, Hugh McDonald

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WTNB

BIRMINGHAM—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Thomas N. Beach
Operated By.....Mrs. Evelyn S. Hicks
Address.....117 North 21st St.
Phone Number.....4-4511
Transmitter Location...3429 27th Ave., North
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service.....WTS
Representative.....George P. Hollingsbery
Membership .....NAB

Personnel

Owner.....Thomas N. Beach
Vice-President-General Mgr.....Mrs. Evelyn Stafford Hicks
Station Manager.....Mrs. Evelyn S. Hicks
Assistant Manager.....J. D. Shacklett
National Sales Promotion..Mrs. Anna Brunker
Traffic Department.....Miss Margaret Cotton
Production Manager.Mrs. Evelyn Perling Allen
Publicity Director....Mrs. Evelyn Perling Allen
Chief Announcer.....Joe Ford
Chief Engineer.....Frank J. Murphee, Jr.

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WKUL

CULLMAN—EST. 1946

KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Cullman Broadcasting Company
Address .....Cullman

Personnel

Owners.....H. H. Kinney, D. T. Kinney

WMSL

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM
NORTH ALABAMA NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Tennessee Valley Broadcasting Co., Inc.
Address.....522 Bank St.
Phone Number 802-3
Transmitter Location....Danville Rd., Decatur
Time on the Air.....6:00 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service....World Broadcasting System
Representative.....Headley-Reed Co.

Personnel

President.....Melvin Hutson
Commercial Manager.....Kyle G. Frazier
Program Director.....Lewis C. Blizzard
Chief Engineer.....J. V. Roser

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WAGF

DOTHAN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Dothan Broadcasting Company
Address.....204½ E. Main Street
Phone Number.....1403-2002
Transmitter Location.....Headland Highway, Dothan, Ala.
Time on the Air....Week Days: 7:00 a.m. to 11:00 p.m; Sunday: 8:00 a.m. to 10:30 p.m., CST
Newspaper Affiliation....Dothan Eagle, Stock
News Service .....AP
Transcription Service..Standard Radio, SESAC
Representative.....Headley-Reed Co.
Membership .....NAB

Personnel

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley
Program Director.....Willard Wikes
Production Manager.....Willard Wikes
Publicity Director.....Arthur Creamer
Chief Announcer.....Arthur Creamer
Chief Engineer.....John T. Hubbard

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WJOI

FLORENCE—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Clyde W. Anderson, Joe T. Van Sandt
Operated By..Florence Broadcasting Company
Address.....850 S. Court St.
Time on the Air.....5:00 a.m. to midnight
Transcription Service.....World, M. M. Cole

Personnel

Owners.....Clyde W. Anderson, Joe T. Van Sandt
General Manager.....Joe T. Van Sandt
Station Manager.....Joe T. Van Sandt
Sales Manager.....Joe T. Van Sandt
Program Director.....Dave Bigley
Publicity Director.....Dave Bigley
Chief Announcer.....Dave Bigley
Musical Director.....Dave Bigley
Chief Engineer.....Maurice McKinney
Record MC.....Dave Bigley

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WMFT

FLORENCE—EST. 1945

AUBURN FOOTBALL NETWORK
NORTH ALABAMA NETWORK (Special)
NORTH ALABAMA POLITICAL NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Tri-Cities Broadcasting Company
Address.....P. O. Box 477
Phone Number.....Florence 42 & 1934
Transmitter Location.....800 Cypress Mill Rd.
Time on the Air..6:00 a.m. to 11:05 p.m. (CST)
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....John E. Pearson Co.
Membership .....NAB

Personnel

President-Station Manager...Franklin L. Bush
Chief Announcer.....Sandford J. Willis
Chief Engineer.....Sandford J. Willis

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WGAD

GADSDEN—EST. 1946

Frequency: 1350 Kc.....Power: 1000 Watts
Owned By.....Coosa-Valley Broadcasting Co.
Operated By.....J. W. Buttram
Address.....Pioneer Life Bldg.
Phone Number.....207
Transmitter Location.....Attalla, Ala.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC

Personnel

President-Owner.....E. L. Roberts
General Mgr.-Station Mgr.....J. W. Buttram

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WGNH

GADSDEN—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.General Newspapers, Inc.
Business Address..P. O. Box 1016, Macon, Ga.
Phone Number.....6500

Studio Address....520 Chestnut St., Gadsden, Ala.
Time on the Air.....7:00 a.m. to 12 midnight
Newspaper Affiliation..General Newspapers, Inc.
News Service.....INS
Transcription Service.....WBS
Representative.Burke Kuipers & Mahoney, Inc.

Personnel

President.....Carmage Walls
General Manager.....Henry A. Jones
Sales Manager.....A. B. Letson

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WJBY

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gadsden Broadcasting Co., Inc.
Address .....108 Broad Street
Phone Number.....62 & 88
Transmitter Location.....108 Broad Street
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Representative.....Sears & Ayer

Personnel

President.....Bascom H. Hopson
Station Manager and Program Director.....Beatrice Tate Benton
Commercial Manager.....Sam Benton
Chief Engineer.....William Pigg

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WBHP

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK

Frequency: 1230 Kc.....Power 250 Watts
Owned-Operated By.....W. H. Pollard
Address.....318 W. Clinton St.
Phone Number.....313
Transmitter Location.....Athens Pike
Time on the Air.....Unlimited license
News Service.....UP

Personnel

President-Station Manager and Commercial Manager.....W. H. Pollard
Program Director.....Margaret Speake
Production Manager.....Hugh McDonald
Chief Announcer and Chief Engineer.....John Garrison

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WFUN

HUNTSVILLE—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Huntsville Broadcasting Co.
Address.....410 W. Holmes St.
Phone Number.....2424
Transmitter Location.....410 W. Holmes St.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service.....WBS

Personnel

President-Owner-Station Mgr...John Garrison
Commercial Manager.....E. H. Duffey
Program Director.....W. J. Keown
Publicity Director.....Jimmy Trippe
Chief Engineer.....Lauren Mickle
Record MC.....Frank Short

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WHBS

HUNTSVILLE—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Huntsville Times Co., Inc.
Address.....Cor. of Gallatin & Clinton Sts.
Phone Number.....2345
Transmitter Location.....N. Church St.
Time on the Air.....6:00 a.m. to 11:00 p.m.
Newspaper Affiliation.....Huntsville Times
News Service.....AP
Representative.....Headley-Reed Co.
Membership .....NAB

Personnel

General Mgr.-Station Mgr.....A. L. Smith
Commercial Manager.....Mrs. Barbara Terrell
Program Director-Chief Announcer....John P. Culver, Jr.
Chief Engineer.....James L. Sanderson

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WWWB

JASPER—EST. 1946

PARAMOUNT BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Bankhead Broadcasting Co.
Address.....Bankhead-Long Bldg.
Phone Number.....100 & 200
Transmitter Location.....Bankhead Highway
Time on the Air.....Full time
News Service.....AP
Transcription Service.....WBS
Membership .....NAB

Personnel

President-Owner.....W. W. Bankhead
General Mgr.-Station Mgr.....James E. Reese
Program Dir.-Publicity Dir....Charles Metcalfe
Chief Announcer.....Charles Metcalfe
Musical Director.....Freda Hilton
Chief Engineer.....Jack Copeland

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WALA

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
Owned By.....W. O. Pape
Operated By .....Pape Broadcasting Co.
Address.....106 St. Joseph St., AT&N Railroad Bldg.
Phone Number.....Dexter 3-3756
Transmitter Location.....Cochran Bridge Causeway, Baldwin County.
Time on the Air...5:30 a.m. to 12:00 midnight
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

Owner.....W. O. Pope
General Manager.....H. K. Martin
Station Manager.....H. K. Martin
Commercial Manager.....Al. Treadway
Program Director.....Charles Saunders
Publicity Director.....C. L. Smallwood
Chief Announcer.....Charles Saunders
Chief Engineer.....R. B. Hurley

WKRG*

MOBILE

Frequency: 710 Kc.....Power: 1000 Watts
Licensee.....Giddens & Rester

*C.P.

WMOB

MOBILE—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Nunn Broadcasting Corp.
Business Address.....P. O. Box 1117
Phone Number.....Belmont 2-4566-7
Studio Address.....458 Government St.
Transmitter Location.....600 St. Louis St.
Time on the Air.....Monday-Saturday: 6 a.m. to midnight; Sunday: 7:00 a.m. to midnight
News Service.....UP
Transcription Service....NBC Thesaurus, WBS
National Sales Office.....P. O. Box 1360, Lexington, Ky.
Representative.....The Branham Company
Membership.....NAB, BMB

Personnel

President.....Gilmore N. Nunn
Station Manager.....Archie S. Grinalds
Sales Promotion Mgr.....Joseph S. Muth
Program Director.....Wallace B. Dunlap
Publicity Director.....Joseph S. Muth
Chief Announcer.....Wallace B. Dunlap
Chief Engineer.....T. L. Greenwood

(CALL LETTERS TO BE ASSIGNED)

MOBILE*

Frequency: 840 Kc.....Power: 1000 Watts
Licensee.....Pursley Broadcasting Service

*C.P.

WCOV

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....G. W. Covington, Jr.
Business Address.....P. O. Box 1029
Phone Number.....5781-2
Studio Address.....Exchange Hotel
Transmitter Location.....Narrow Lane Road.
Time on the Air.....6:00 a.m. to 11:05 p.m.
News Service .....INS
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.
Membership.....NAB, BMB

Personnel

President-Station Mgr. ....G. W. Covington, Jr.
Commercial Manager.....R. B. Raney
Sales Promotion Manager.....E. J. Duke
Program Dir.-Production Mgr.....Weston Britt
Publicity Director.....Dorothea Askins
Chief Announcer.....Hollis Carlton
Musical Director.....Alonzo Meek
Chief Engineer.....W. D. Weatherly

WMGY

MONTGOMERY—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By...Dixie Broadcasting Co.
Business Address.....P. O. Box 2271
Phone Number.....5245-6
Studio Address...Cor. Dexter Ave. & Perry St.
Transmitter Location.....Lincoln Road
Time on the Air.....Sunrise to Sunset
News Service.....INS
Transcription Service.....WBS
Representative.....Radio Adv. Co.
Membership .....NAB

Personnel

President.....Dr. S. D. Suggs
Station Manager.....Leland Childs
Sales Promotion Manager-Publicity Dir.Edward L. De Motte
Program Dir.-Musical Dir..E. Caldwell Stewart
Chief Announcer.....Ed Mohr
Chief Engineer.....John D. Lamar
Record MC.....Bob Donaldson

WSFA

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.; 500 n., (CP 1000)
Owned-Operated By.....Montgomery Broadcasting Co., Inc.
Business Address.....Jefferson Davis Hotel
Phone Number 8361-2
Studio Address.....Jefferson Davis Hotel

Transmitter Location.....Narrow Lane Road,
Time on the Air.....5:45 a.m. to 11:30 p.m.
News Service..... AP
Transcription Service NBC Thesaurus & M. M. Cole.
Representative.....Headley-Reed Co.
Membership.....NAB, BMB, Ala. Br. Assoc.

Personnel

President.....Howard E. Pill
Sales Manager.....W. W. Hunt
General Mgr.-Station Mgr.....David E. Dunn
Program Director.....Robert Hope
Publicity Director.....Esther Mahoney
Chief Announcer.....Marvin Reuben
Musical Director.....Martha Darden
Chief Engineer.....C. I. Shelkofsky

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WLAY

MUSCLE SHOALS CITY—EST. 1933

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....Muscle Shoals Broadcasting Corporation
Address.....Box 230, Sheffield, Ala.
Phone Number.....1450-1
Studio Address....Hamilton Ave. & 2nd St., Muscle Shoals City, Ala.
Transmitter Location....Hamilton Ave. & 2nd St., Muscle Shoals City, Ala.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio & Lang-Worth.
Representative.....The Branham Co.
Membership .....NAB

Personnel

President.....F. M. Farris, Jr.
Station Manager.....Henry B. Clay
Commercial Manager.....Richard B. Biddle
Program Dir.-Chief Ann...James C. Miller, III
Production Manager.....William Cooper
Musical Director.....Evelyn Reeburg
Chief Engineer.....Lynn V. McMoran

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WJHO

OPELIKA—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. ....Power 250 d.; 100 n.
Owned-Operated By.....Opelika Auburn Broadcasting Co.
Address.....1400 Auburn Road
Phone Number.....856
Transmitter Location.....1400 Auburn Road
Time on the Air.....6:00 a.m. to 12:00 mid.
Sunday: 7:00 a.m. to 12 mid.
News Service .....UP
Transcription Service.....NBC, SESAC
Membership.....NAB, BMB

Personnel

General Mgr.-Publicity Dir.....F. Marion Hyatt
Commercial Manager.....Guy Mangram
Program Director.....Lowell Takles
Musical Director.....Ben F. Parsons
Chief Engineer.....John B. Venters

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WGWC

SELMA—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....G. W. Covington, Jr.
Address.....Selma, Ala.
Phone Number.....1739
Transmitter Location....Birmingham Highway
Time on the Air.....16 hrs., 35 mins.
News Service.....INS
Representative.....Howard H. Wilson Co.

Personnel

Owner.....G. W. Covington, Jr.
Station Manager.....Frank Ford
Commercial Manager.....W. L. Rowland
Program Director.....Bill Steadman
Chief Engineer.....John L. Townshend

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WHBB

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM
ALABAMA STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Selma Broadcasting Company, Inc.
Business Address.....209 Washington St.
Phone Number.....1233
Studio Address.....209 Washington St., Selma, Ala.
Transmitter Location.....North Church St.
Time on the Air.....7:30 a.m. to 10:30 p.m.
Representative.....Sears & Ayer, Inc.

Personnel

President.....B. H. Hopson
General-Station Manager.....Julien Smith, Jr.
Sales Promotion.....Erin Reynolds
Program Director.....Eleanor Falkenberry
Publicity Director.....Julia Craig Miller
Chief Announcer.....Evans Bruce
Chief Engineer.....T. F. Kelly, Jr.

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WFEB

SYLACAUGA—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By .....Alabama Broadcasting Company.
Business-Studio Address..527 North Broadway
Phone Number 160
Transmitter Location.....527 North Broadway
Time on Air.....6:00 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service .....NBC

Personnel

President.....E. E. Forbes, Sr.
V.P.-General Manager.....J. W. Buttram
Station Manager.....Hugh Webb
Sales Manager.....Ben R. Rath
Sales-Promotion Manager.....Walter Welch
Program Director.....Chris Weber
Production Manager.....James Pate
Publicity Director.....Whitt Parrott
Musical Director.....Walter Welch
Chief Engineer.....James Stowers, Jr.

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WHTB

TALLADEGA

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Voice of Talladega, Inc.
Address.....P. O. Box 43
Phone 2360
Studio Address.....122 S. Court Sq.
Transmitter Location.....Isbell Springs
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard, SESAC
Membership.....NAB, BMB

Personnel

President.....Harry Held
V.-P.-Gen. Mgr.....R. C. Hammett
Sales Promotion Mgr.....C. Glenn Cooke
Acting Program Dir.....Otis Dodge
Production Manager.....Ed Gomon
Publicity Director.....Brice Brown
Chief Engineer.....Ira A. Smith, Jr.

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(CALL LETTERS TO BE ASSIGNED)
TROY*

Frequency: 1490 Kc.....Power: 250 Watts
Licensee.....Troy Broadcasting Corp.

*C.P.

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WJRD

TUSCALOOSA—EST. 1936

ALABAMA NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....James R. Doss, Jr.
Address.....First National Bank Bldg.
Phone Number.....4464-65
Transmitter Location.....Greensboro Highway
Time on the Air.....7:00 a.m. to 10:00 p.m.
Transcription Service....World Broadcasting System
Representative.Keystone Broadcasting System

Personnel

Owner.....J. R. Doss, Jr.
Program Director.....Wilhelmina Doss
Chief Announcer.....Charles Zennah
Chief Engineer.....James Arendale

ARIZONA

Estimated Population 638,204—Radio Homes, 146,070
Stations in State 19

KSUN

BISBEE—EST. 1933

CBS
ARIZONA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address.....P. O. Drawer "C", Lowell Sta.
Phone Number.....Bisbee 9
Transmitter Location .....Noco Rd.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....UP and Transradio
Representative.....John Blair & Co.
Transcription Service.....WBS
Membership .....NAB, BMB

Personnel

Owner-Station Manager....Carleton W. Morris
Commercial Manager.....Eugene V. Packer
Program Director.....Gilbert C. Alzua
Chief Engineer.....John E. Hickman

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(CALL LETTERS TO BE ASSIGNED)
(DOUGLASS*)

Frequency: 1450 Kc.....Power: 250 Watts
Licensee.....Carlton W. Morris

*C.P.

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(CALL LETTERS TO BE ASSIGNED)
FLAGSTAFF—Est. 1947

Frequency: 1240 Kc.....Power: 250 Watts

Owned By.....'Gene Burke Brophy
Business Address.....P. O. Box 1365
Time on the Air.....Unlimited

Personnel

Owner.....'Gene Burke Brophy
General Manager.....John D. Morgan
Chief Engineer.....Russell Davis

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K W J B

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: The Gila Broadcasting Co., Inc.
Business Address.....Globe, Arizona
Phone Number.....Globe 41
Studio Address.....South Globe, Arizona
Transmitter Location....South Globe, Arizona
Time on the Air.....6:00 a.m. to 11:00 p.m.
News Service.....AP, INS, UP
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer
Membership ..... BMB

Personnel

President.....Louis F. Long
General Manager.....Paul Merrill
Station Manager.....Willard Shoecraft
Commercial and Sales Manager.....Edward E. Furman
Chief Announcer.....Paul Hallett
Chief Engineer.....Frank Toomey

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K A R V

MESA—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Arizona Radio & Television, Inc.
Address.....Box 31, Radio Center, Pepper Lane, Mesa, Ariz.
Phone Number.....678
Transmitter Location....Radio Center, Pepper Lane, Mesa, Ariz.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....Phoenix Republic & Gazette, Ariz. State Wire
Transcription Service.....Lang-Worth
Representative.....Forjoe & Co.
Membership ..... NAB

Personnel

President .....Kenneth W. Houston
General Manager-Station Manager.....John C. McPhee
Sales Manager.....Norman E. Iverson
Program Director-Production Manager.....Al Stein
Musical Director.....Shirley Brundage
Chief Engineer.....Gordon Kelly
Record MC.....Al Stein

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K O Y

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK

Frequency: 1550.....Power: 1000 Watts
Owned-Operated By.....Salt River Valley Broadcasting Company
Business Address.....P. O. Box 2671
Phone Number.....4-4144
Studio Address....836-838 North Central Ave.
Transmitter Location.....12th St. & Camelback Rd.
Time on the Air.....6 a.m. to 12:15 p.m.
Newspaper Affiliation.....Arizona Farmer Publishing Co., Arizona Farmer
News Service.....UP; Transradio
Transcription Service.....World Broadcasting System, Associated Record Program Service
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

Chairman of Board.....Burridge D. Butler
Commercial Manager.....John L. Hogg
Station Manager.....Albert D. Johnson
Program Director.....John R. Williams
Chief Announcer.....Joe Dana
Musical Director.....Alfred Becker
Chief Engineer.....Lewis Sublett
Record MC.....Kenneth Bagwell

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K P H O

PHOENIX—EST. 1940

AMERICAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Phoenix Broadcasting, Inc.
Business Address..Adams Hotel, Phoenix, Ariz.
Phone Number 4-7367
Studio Address.....Adams Hotel & Transmitter Bldg.
Transmitter Location.....R.F.D. Buckeye Rd.
Time on the Air.....6 a.m. to midnight
News Service .....INS
Transcription Service.....McGregor, Cole
Representative.....Homer Griffith Co.

Personnel

President-Owner .....Rex Shepp
Station Manager.....Charlie Garland
Commercial Manager.....Arnold J. Gregory
Program Director.....Bill Deddick
Chief Announcer, Musical Dir.....Bill Reddick
Chief Engineer.....Louis Halpern
Record MC.....Bill Lindsay

KPSC*

PHOENIX

Frequency: 1450 Kc.....Power: 250 Watts
Licensee.....Sun County Broadcasting Co.

*C.P.

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KRUX

PHOENIX-GLENDALE—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....'Gene Burke Brophy
Business Address....P. O. Box 1365, Phoenix
Phone Number 3-8790
Time on the Air.....Unlimited

Personnel

Owner.....'Gene Burke Brophy
General Manager.....John D. Morgan
Chief Engineer.....Russell Davis

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KTAR

PHOENIX—EST. 1922

NBC
ARIZONA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By..... KTAR Broadcasting Company
Business Address.....711 Heard Building
Phone Number.....4-4161
Studio Address.....Atop the Heard Building
Transmitter Location.....36th St. & East Thomas Road
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP; PA
Transcription Service.....NBC Thesaurus, Standard Radio Library, Capitol
Representative.....Paul H. Raymer Co.
Membership .....NAB, BMB

Personnel

Chief Owner-Ch. of Bd.....John J. Louis
President & General Manager.....Richard O. Lewis
Business Manager.....B. R. Fulbright
Sales-Commercial Manager.....Bill Harvey
Sales Promotion-Merchandising Manager.....John Edwin Miller
Program Director.....J. Howard Pyle
Production Manager.....Paul Hughes
Publicity Director.....John Snow
Musical Director.....Pierson Bancroft
Chief Engineer.....A. C. Anderson

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KYCA

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasting Company
Address.....East Gurley St.
Phone Number.....244
Transmitter Location.....East Gurley St.
Time on the Air.....6:30 a.m. to 11:00 p.m.
News Service.....INS and AP
Transcription Service.....Standard Library
Representative.....Paul Raymer Co.
Membership.....NAB, BMB

Personnel

President-Owner.....Harold Ritter
Program Director.....Roberta Pfister
Publicity Director.....Marcia Gates
Chief Engineer.....Byron Lee McCall

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KGLU

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gila Broadcasting Company
Address .....Safford, Ariz.
Phone Number..... 15
Transmitter Location.....1218 - 6th Ave.
Time on the Air.....7 a.m. to 11 p.m.
News Service..... UP
Transcription Service .....World
Representatives.....Paul H. Raymer Co.
Membership BMB

Personnel

President.....Louis F. Long
Station Manager.....Paul Merrill
Commercial and Sales Promotion Manager.....Edward E. Furman
Program Director, Production Manager...Norman B. Harrington
Chief Announcer.....Richard G. Salerno
Musical Director.....William F. Parady
Chief Engineer.....Herbert Hartman

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KOPO

TUCSON—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Old Pueblo Broadcasting Co.
Address.....77 N. Court St.
Phone Number 2128
Transmitter Location.....Stone & Drachman
Time on the Air.....6:00 a.m. to 12 midnight
News Service .....AP
Transcription Service..... McGregor
Representative.....Homer Griffith

Personnel

President.....John Rockwell
V. P. & Gen. Mgr.....Charles H. Garland
Chief Announcer.....Allan Brown
Chief Engineer.....Selwyn Kirby

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KTUC

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Tucson Broadcasting Co., Inc.
Address.....900 E. B'way, Box 390
Phone Number 1400
Transmitter Location.....900 E. B'way
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Associated & World
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....Burridge D. Butler
Station Manager.....Lee Little
Program Director.....Wayne Sanders
Chief Announcer.....Ray Helgesen
Production Manager.....Gerry O'Brien
Chief Engineer..... Cliff Livingston

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KVOA

TUCSON—EST. 1929

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts
Owned By.....KTAR Broadcasting Co., Inc.
Operated By.....Arizona Broadcasting Company, Inc.
Business Address.....48 E. Broadway
Phone Number.....3703
Studio Address.....48 East Broadway
Transmitter Location.....10th and Lee
Time on the Air....3:55 a.m. to 12:00 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer Co.
Membership .....NAB, BMB

Personnel

President.....John J. Louis
General Manager.....R. B. Williams
Sales Commercial Mgr.....R. B. Williams
Sales Promotion.....Fred J. Gerletti
Program Director.....Ben L. Slack, Jr.
Production Manager.....Jean T. Lely
Publicity Director.....Fred J. Gerletti
Chief Announcer.....George T. Callison
Chief Engineer.....Ray H. Holsclaw
Record MC.....Bill Warren

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(CALL LETTERS TO BE ASSIGNED)
TUCSON*

Frequency: 1490 Kc.....Power: 250 Watts
Licensee.....Sun County Broadcasting Co.

*C.P.

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(CALL LETTERS TO BE ASSIGNED)
TUCSON*

Frequency: 1340 Kc.....Power: 250 Watts
Licensee.....The Catalina Broadcasting Co.

*C.P.

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KSOL

YUMA—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned By .....'Gene Burke Brophy
Business Address.....P. O. Box 1365, Phoenix
Time on the Air.....Unlimited

Personnel

President-Owner.....'Gene Burke Brophy
General Manager.....John D. Morgan
Chief Engineer.....Russell Davis

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KYUM

YUMA—EST.1940

NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Operated By.....Yuma Broadcasting Co.
Owned By.....Arizona Broadcasting System
Business Address.....Yuma, Ariz.
Phone Number.....Yuma 88
Studio Address...19th Avenue and 1st Street
Transmitter Location.....Yuma, Ariz.
Time on the Air.....6 a.m. to 12 midnight
News Service.....INS, AP, UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

Station Manager.....Ray Smucker
Commercial Manager.....Roy Jorgensen
Sales Promotion Mgr.....Paul Dawson
Musical Dir.-Program Director.....Sam Ewing
Production Manager.....Pal Goolsby
Publicity Director..... Stan Siegle
Chief Announcer.....Judd Wilson
Chief Engineer.....Leavenworh Wheeler
Record MC.....Hig Higgins

ARKANSAS

Estimated Population 1,876,042—Radio Homes 350,567
Stations in State 19

KLCN

BLYTHEVILLE—EST. 1922

ARKANSAS NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned and Operated By...Harold L. Sudbury
Address .....Sudbury Bldg.
Phone Number.....2093
Transmitter Location.....East Highway 18
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....World, Cole
Representative.....The John E. Pearson Co.

Personnel

Owner-Manager.....Harold L. Sudbury
Sales Promotion Manager.....J. T. Sudbury

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KAMD

CAMDEN—EST 1946

KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Camden Radio, Inc.
Address.....2010 Ft. Worth National Bank Bldg., Fort Worth, Tex.

Personnel

General Manager.....Frank O' Myers
Manager.....John W. Edwards

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KELD

EL DORADO—EST. 1935

AMERICAN BROADCASTING CO.
ARKANSAS NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Radio Enterprises, Inc.
Business Address.....Home Finance Bldg.
Studio Address.....Country Club Colony & Home Finance Bldg.
Phone 1313
Transmitter Location...2½ miles North of El Dorado, Ark.
Time on the Air.....6:30 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service.....Standard Radio, M. M. Cole
Representative.....Cox and Tanz
Membership.....NAB, BMB

Personnel

President.....W. N. McKinney
V.-P. & Gen. Mgr.....Leon Sipes
Sales Promotion Manager.....J. R. Duerson
Chief Announcer.....Tex Pickens
Chief Engineer.....S. F. Eckhardt

KGRH

FAYETTEVILLE—EST. 1946

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Fayetteville Broadcasting Company
Business Address.....922 Leverett St.
Phone Number 862
Transmitter Location.....922 Leverett St.
Time on the Air.....Unlimited
News Service .....AP
Transcription Service .....Standard
Membership .....NAB

Personnel

President-Manager .....Russell Bennitt
Commercial Manager.....Alton Collier
Program Director.....Lee Belding
Production Manager.....Peter Harkins
Chief Announcer.....Lee Belding
Chief Engineer.....George W. Dotson

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KFPW

FORT SMITH—EST. 1930

MUTUAL BROADCASTING SYSTEM
RAZORBACK ARKANSAS STATE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Southwestern Hotel Co.
Address.....1215 Garrison Ave.
Phone Number 4106-4107-7069-5554
Transmitter Location .....Albert Pike & Kelley Highway
Time on the Air.....6:00 a.m. to 11:00 p.m. Sundays, 8:00 a.m. to 11:00 p.m.
News Service.....UP and AP
Transcription Service.....M. M. Cole & World Broadcasting System
National Sales Office.....The Walker Co.
Station Representatives....The Walker Co.; England Adv. Co.
Membership.....NAB, BMB

Personnel

President and General Mgr...John A. England
Station Mgr.-Publicity Dir...J. E. "Pat" Garner
Sales Promotion Mgr.....E. H. Patterson
Program Director.....Dorothy Gibson
Production Manager.....W. A. Stapleton
Chief Announcer.....Harvey Marsh
Musical Director.....Afton Blake
Record M.C.....Kruger Muse
Chief Engineer.....John M. VanHorn

KWHN*

FT. SMITH—EST. 1946

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By..KWHN Broadcasting Co.
Address.....P. O. Box 799
Phone Number.....3141, LD 29
Transmitter Location..N. E. of Ft. Smith, Ark.
News Service.....AP
Membership .....NAB

Personnel

President.....Allen Whitecside
Sec.-Treas.....H. S. Nakdimen
Station Manager.....Bill Slates

**Construction Permit*

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KHOZ

HARRISON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Harrison Broadcasting Corp.
Address.....Radio Cit Addiytion
Transmitter Location.....Radio Cit Addition
Time on the Air.....6:00 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Standard
Representative.....R. C. Wheeler (Regional)

Personnel

President.....Dene O. Hester
General Mgr.-Station Mgr.....Merwyn Love
Sales Mgr.-Sales Pro. Mgr.....Bob Wheeler
Program Dir.-Chief Announcer...Wilson Hurst
Production Manager.....J. Grant
Publicity Director.....John Scott
Musical Director.....Judy Coates
Chief Engineer.....L. C. Watkins
Record M.C.....James Jobes

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KFFA

HELENA—EST. 1941

MUTUAL BROADCASTING SYSTEM
ARKANSAS NETWORK—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:.Helena Broadcasting Co.
Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....215 York St.
Time on the Air.....6:00 a.m. to 11:00 p.m.
News Services.....UP
Transcription Service..Lang-Worth, M. M. Cole
Representatives...Cox & Tanz, Gene Grant & Co.
Membership.....NAB, BMB

Personnel

Managing Partner-General Mgr.Sam Anderson
Commercial Manager.....Barton Wellborn
Program Director.....Elizabeth Wellborn
Sales Pro. Mgr.-Publicity Dir.....Hugh Smith
Chief Announcer.....Jim Lipsey
Musical Director.....S. B. Williamson
Record M.C.....Barton Wellborn
Chief Engineer.....A. P. Decker

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KTHS

HOT SPRINGS—EST. 1924

AMERICAN BROADCASTING CO.
ARKANSAS NETWORK

Frequency .....1090 Kc.
Power.....10,000 d.; 1000 n.
Owned-Operated By..Radio Broadcasting, Inc.
Address.....135 Benton Street
Phone Number.....1160-1161
Transmitter Location.....Malvern Road near Hot Springs, Ark.
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP & AP
Transcription Service .....Lang-Worth
Newspaper Affiliation..Shreveport, Louisiana Times.
Representative.....The Branham Co.
Membership.....NAB, BMB

KHOZ

HARRISON, ARK.

"IN THE HUB OF THE OZARKS"

SERVING NORTH CENTRAL ARKANSAS WITH THE BEST IN MUSIC, SPORTS, NEWS.

MUTUAL AFFILIATE

250 WATTS 1240 Kc

Personnel

President.....John D. Ewing
Station Manager.....J. John Wolever, Jr.
Nat'l Sales Manager.....J. John Wolever, Jr.
Local Sales Manager.....Edward C. Appler
Program Dir.-Production Mgr.....Jon F. Karber
Chief Announcer.....Bill Bailey
Musical Director.....Harry E. Lockhart
Chief Engineer.....Cecil L. Suitt
Traffic Manager.....Helen Ashley

•

K W F C

HOT SPRINGS—EST. 1940

KBS
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clyde E. Wilson
Address.....819½ Central
Phone Number.....312-3
Transmitter Location.....819½ Central
Time on the Air.....7 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard Radio, Kestone, M. M. Cole
Representative.....Sears & Ayers
Membership.....BMB

Personnel

Owner.....Clyde E. Wilson
Station & General Sales Manager.....Robert Choate
Sales Promotion.....Robert Harrison
Chief Engineer.....Tom Wilson

•

K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Regional Broadcasting Co.
Operated By.....Jay P. Beard
Address.....KBTM Bldg., 603 Madison St.
Phone Number.....597-8
Transmitter Location.....East Jonesboro
Time on the Air.....6:00 a.m. to 11:00 p.m.
Transcription Service.....World Broadcasting System, SESAC
West Coast Representative.....Gene Grant
Membership.....NAB, BMB

Personnel

President and General Manager..Jay P. Beard
Sales Promotion Manager.....William H. Cate
Program Director-Production Mgr.-Musical Dir.....Eleanor Lane
Publicity Director.....Jay P. Beard
Chief Announcer.....Paul Harvey
Record M.C.....Bruce McLean
Chief Engineer.....John H. Hitt

K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.
SOUTHCENTRAL QUALITY NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By: Arkansas Radio & Equipment Co.
Address.....Radio Center Bldg.
Phone Number.....LD 224
Transmitter Location: Jackson Blvd., North Little Rock
Time on the Air.....5:30 a.m. to 12 midnight; Sundays 6:45-12 midnight.
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Edward Petry & Co.
Membership.....NAB, BMB

Personnel

President-Owner.....T. H. Barton
V.P., Gen. Mgr., and Station Manager.....G. E. Zimmerman
Sales-Commercial Manager....Julian F. Haas
Program Director-Production Manager.....Douglas J. Romine
Publicity Director.....A. C. Dowden
Musical Director.....Tommy Scott
Chief Engineer.....Dan L. Winn

•

K G H I

LITTLE ROCK—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KGHI Broadcasting Service.
Address....Union Life Insurance Bldg., 306 W. 3rd St.
Phone Number.....9166
Transmitter Location.....No. 10 Highway
Time on the Air.....6 a.m. to 12:00 midnight
Transcription Service..Associated, M. M. Cole
Representative.....Walker Co.

Personnel

Partnership.....A. L. Chilton, L. H. Chilton, S. C. Vinsonhaler
Station and General Manager.....S. C. Vinsonhaler
Commercial Manager.....R. E. Rives
Sales Promotion.....D. R. Corbett
Program Director.....Dorothy Parker
Chief Engineer.....V. O. Vandusen

•

K L R A

LITTLE ROCK—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency:1010 Kc...Power 10000 d.; 5000 n.
Owned-Operated By...Arkansas Broadcasting Company

Address...Gazette Bldg., 3rd & Louisiana Sts.
Phone 5-5427
Transmitter Location.....Highway No. 70
Time on the Air.....5:30 a.m. to 12 midnight
Newspaper Affiliation..Gazette Publishing Co.
News Service.....UP
Transcription Service.....World Broadcasting Service, Langworth
Representative.....The Katz Agency, Inc.
Membership.....NAB, BMB

Personnel

President.....J. N. Heiskell
Managing Supervisor.....Edward V. Murphy
General and Station Manager.....Roy Judge
Program-Musical Director.....Harris Owen
Commercial Manager.....Roy Judge
Chief Engineer.....K. F. Tracy

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KXLR

NORTH LITTLE ROCK—EST. 1946

MUTUAL BROADCASTING SYSTEM
RAZORBACK

Frequency: 1450 Kc.....Poyer: 250 Watts
Owned-Operated By.....Arkansas Airwaves Co., Inc.
Address....Cottonbelt Bldg., 300 Washington
Phone Number.....2-2155
Transmitter Location.....Cottonbelt Bldg., 300 Washington
Time on the Air....6:00 a.m. to 12 mid.; Sunday: 7:00 a.m. to 12 mid.
News Service.....UP
Transcription Service.....Standard
National Sales Office.Joseph Hershey McGilvra
Membership .....NAB

Personnel

President-General Manager.....John F. Wells
Commercial Manager.....Phillip G. Back
Chief Engineer.....Melvin P. Spann

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KDRS

PARAGOULD—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Progressive Broadcasting Co.
Address.....Box 387
Transmitter Location.....½ mile East of Paragould, Highway 25
Time on the Air.....7:00 a.m. to 10:00 p.m.
News Service.....AP
Transcription Service.....Standard
Membership .....NAB

Personnel

Partners.....T. M. Self, J. E. Douglas, G. T. Rand
General Manager.....G. T. Rand
Station Manager.....J. E. Douglas
Chief Engineer.....J. E. Douglas

KOTN

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Universal Broadcasting Corp.
Operated By.....B. J. Parrish
Address .....505½ Main St.
Phone Number 721
Transmitter Location.....505½ Main St.
Time on the Air.....6:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service .....Thesaurus
Membership.....NAB, BMB

Personnel

President-General Manager.....B. J. Parrish
Sales Promotion Manager.....R. W. Etter

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KUOA

SILOAM SPRINGS—EST. 1922

KBS

Frequency: 1290 Kc.....Power: 5000 Watts d. only
Owned-Operated By.....KUOA Incorporated
Address.....Siloam Springs, Ark.
Phone Number 77
Transmitter Location.....Siloam Springs, Ark.
Time on the Air.....6:30 a.m. to Local Sunset
News Service .....UP
Transcription Service.....World, Standard, Keystone
Representative .....The Walker Company
Membership.....NAB, BMB

Personnel

General Manager.....Storm Whaley
Chief Engineer.....Kenneth Maxwell

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KWEM

WEST MEMPHIS—EST. 1946

Frequency:990 Kc.....Power: 1000 Watts. d. only
Owned-Operated By.....West Memphis Broadcasting Corp.
Address.....229 East Broadway
Transmitter Location.....N. W. Corner U. S. Engineers
Time on the Air.....Sun up to sun down
News Service.....UP
Transcription Service.....Lang-Worth, Capitol

Personnel

Manager.....George P. Mooney
Commercial Manager.....Bill Trotter
Chief Engineer.....Vernon Dillaplain
Program Director (Temporary) & Continuity Editor.....Jean Mooney

For the *greatest*

in news reliability . .

AP



It's impossible

You can't cover California's **Bonanza Beeline** without on-the-spot radio



• Take California's vast central valleys . . . add neighboring Reno and prosperous western Nevada. And you've got the Beeline market. A bonanza market with total buying power now almost half again that of St. Louis!

But it's a market set apart by mountains — mountains that stop most outside radio signals *cold*. To radio-sell California's Bonanza Beeline, you need *on-the-spot* radio.

So let the five BEELINE stations introduce you to these people with all that "buyability." Each of these stations dominates its area. KMJ Fresno, for instance, maintains an audience of 6 to 20 times that of the next best Fresno station. The flexible Beeline group is not a network or a chain. You can buy it any way you want it — one or all five. Find out how much these stations can sell for you.

McCLATCHY BROADCASTING COMPANY

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 10,000 watts 1530 kc.	Reno (NBC) 1000 watts 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

CALIFORNIA

Estimated Population 8,866,991—Radio Homes 2,824,982
Stations in State 86

KAFY

BAKERSFIELD—EST. 1946
MUTUAL BROADCASTING SYSTEM
DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bakersfield Broadcasting Co.
Address.....Box 1432
Phone Number.....44751 and 88700
Transmitter Location.....¼ mile South of Rosedale Road on Poplar Ave.
Time on the Air.....5:00 a.m. to 12 midnight
News Service.....UP
Transcription Service..Lang-Worth, M. M. Cole
Representative.....Homer Griffith
Membership ..... NAB

Personnel

President.....George B. Crome
Vice-President..... Fiske Harlow
Secretary-Treasurer..... Sheldon Anderson
Station Manager.....Frank Wilbur
Commercial-Sales Promotion Manager.. .....Gene Chenault
Chief Annnouncer-Record MC.....John Bowen
Chief Engineer.....James Welch

•

KERN

BAKERSFIELD—EST. 1932
COLUMBIA BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By..McClatchy Broadcasting
Address .....Elks Bldg.
Phono Number 8-8431
Transmitter Location.....Ming & Oak Sts.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation McClatchy Newspapers
News Service.....AP and INS
Transcription Service.....Standard Radio, SESAC, World
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
General Manager.....Harold J. Brown
Commercial Manager.....Richard Brothers
Chief Engineer.....Luverne Shatto

•

KERO

BAKERSFIELD—EST. 1946
NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....J. E. Rodman
Address.....1420 Truxton Ave.
Phone Number.....44549
Transmitter Location.....19th and "I" Streets
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service..... UP
Transcription Service.....Capitol, Associated
Membership ..... NAB

Personnel

Owner.....J. E. Rodman
General Manager.....Paul R. Bartlett
Station Manager.....Gene DeYoung
Commercial Manager.....Hugh Gordon
Chief Engineer.....Steven Weber

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KPMC

BAKERSFIELD—EST. 1932
AMERICAN BROADCASTING CO.

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Operated By..Pioneer Mercantile Co.
Address.....307 E. 21st St.
Phone Number..... 8-8157
Transmitter Location.....307 East 21st St.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....UP, AP
Transcription Service.....NBC Thesaurus, Associated
Representative.....W. S. Grant
Membership ..... NAB

Personnel

President-General Mgr.....F. G. R. Schamblin
Station Manager.....L. A. Schamblin
Sales Promotion-Publicity Dir.....Art Mason
Chief Engineer.....L. P. Marvis

•

KRE

BERKELEY—EST. 1922

Frequency: 1370 Kc.....Power: 250 Watts
Owned-Operated By.....Central California Broadcasters, Inc.
Address .....601 Ashby Avenue
Phone Number.....Ashberry 7715
Time on the Air.....Full Time
News Service..... AP
Transcription Service .....Standard Radio
Membership.....NAB, BMB

Personnel

President-Station Manager....Arthur Westlund
Sales Promotion Manager.....Don Hambly
Chief Engineer.....Phillip McKernan
Record MC.....Les Ready

KROP

BRAWLEY—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1300 Kc.....Power: 1000 D; 500 N.
Owned-Operated By....Broadcasting Corp. of America
Address....P. O. Box No. 987, Riverside, Calif
Phone Number.....Brawley 980-1
Transmitter Location.....Del Rio Country Club Grounds
Time on the Air.....5:30 a.m. to 12.05 a.m.
News Service..... AP
Transcription Service.....World
National Sales Office.....Gene Williams, c/o Radio Station KPRO
Representative.....John E. Pearson Co.
Membership ..... NAB

Personnel

President.....W. L. Gleeson
Station Manager.....Stanley G. Reynolds
Commercial Manager.....William L. Simpson
Publicity Director.....Lilliam Phillips
Chief Engineer.....J. G. Schaeffer

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(CALL LETTERS TO BE ASSIGNED)
CALEXICA*

Frequency: 1130 Kc.....Power: 250 Watts
Licensee.....Radio Dinuba Co.

*C.P.

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KRDU

DINUBA—EST. 1947

Frequency: 1130 Kc...Power: 250 Watts d. only
Owned-Operated By.....Radio Dinuba Co.
Address.....Janzen Bldg.
Phone Number.....113-J
Transmitter Location...Engleheart & Nebraska
Time on the Air.....Jan. 1947 (expectant)
News Service..... AP
Transcription Service....McGregor, Langworth
National Sales Office.....Hoffman Agency
Representative.....Hoffman Agency

Personnel

President.....Egon A. Hofer
General Manager.....Egon L. Hofer, Jr.
Station-Commercial Manager....Troy L. Banks
Chief Engineer.....John M. Banks

•

KHSL

CHICO—EST. 1935

MBS—DON LEE

Frequency: 1290 Kc.....Power 1,000 Watts
Owned-Operated By.....Golden Empire Broadcasting Co., Inc.
Address.....336 Broadway
Phone Number.....Chico 237-8
Transmitter Location.....Hooker Oak and Madrone Aves.
Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00 a.m. to 11:00 p.m., Sundays
News Service.....UP
Transcription Service.....Standard Radio
Representative.....W. S. Grant Co.

Personnel

President .....Hugh McClung
Station Manager.....M. F. Woodling
Chief Engineer.....Russell Pope

•

KXO

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 Watts 250 N
Owned-Operated By.....Valradio, Inc.
Address .....793 Main St.
Phone Number..... 1100
Transmitter Location.....793 Main St.
Time on the Air.....6:00 a.m. to 12 midnight
Newspaper Affiliation.....The El Centro Post; The El Centro Press; The Brawley News
Transcription Service.....Standard Radio, Sesac
Representative.....Paul H. Raymer Co.
Membership ..... BMB

Personnel

President.....Paul Jenkins
Vice-President-General Manager.Doyle Osman
Assistant Manager.....Robert E. Mabry
Commercial Manager.....Belle Hovey
Sales Promotion Manager..... Richard Berry
Chief Engineer.....Leroy Bellwood

•

KHUM

EUREKA—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Carroll R. Hauser
Address.....Gross Bldg., 5th & "F" Sts.
Phone Number.....1436 R
Transmitter Location....Foot of Murray St. on Humboldt Bay Shore
Time on the Air.....6:00 a.m. to 12 midnight
News Service..... AP
Transcription Service..NBC Thesaurus, Capitol
Membership ..... NAB

Personnel

Owner-General Manager....Carroll R. Hauser
Chief Engineer .....Charles Breeding

K I E M

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By ....Redwood Broadcasting Co., Inc.
Business Address.....Box 1021
Phone Number.....93
Transmitter Location.....Eureka, Inlet, Humboldt Bay
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service .....INS; UP
Transcription Service.....World Broadcasting System, Standard, MacGregor
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President and Station Manager.....William B. Smullin
Commercial Manager.....Don Telford
Program Manager.....Paul Corbin
Office Manager.....George Thomson
Sales Promotion Manager.....Robert Stach
Engineer.....Alvor Olson

•

K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By....KARM, The George Harm Station
Address .....1333 Van Ness Ave.
Phone Number 4-2966
Transmitter Location....Van Ness & Alluvial Avenues
Time on the Air.....6 a.m. to 12 midnight; 8 a.m. to 12 midnight, Sunday
News Service.....AP and INS
Transcription Service.....Standard Library
Representative.....Edward Petry & Co., Inc.
Membership ..... NAB

Personnel

Owner & President.....Mrs. Hattie Harm
Station and General Manager.....Clyde F. Coombs
News Director.....Ed Clough
Chief Engineer.....R. M. Dorothy

•

K F R E

FRESNO—EST. 1942

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By.....J. E. Rodman
Address.....330 T. W. Patterson Bldg.
Phone Number..... 4-5001
Transmitter Location.....Clinton & First Sts.
Time on the Air:...5:00 a.m. to 12:00 midnight Sunday: 5:30 a.m. to 12:00 midnight
News Service .....UP
Transcription Service.....Associated, World, Capitol
Representative..... John Blair & Co.
Membership .....NAB, BMB

Personnel

Owner .....J. E. Rodman
General Manager.....Paul R. Bartlett
Business Manager.....Herb N. Ferguson
Chief Engineer.....Harold R. Brown

•

K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.
McCLATCHY BROADCASTING CO.

Frequency: 580 Kc. .....Power: 5,000 Watts
Owned-Operated By..McClatchy Broadcasting Co.
Address.....1559 Van Ness Ave.
Phone Number..... 3-6277
Transmitter Location....North & Madera Aves. Kerman, Calif.
Time on the Air.....Full Time
Newspaper Affiliation.McClatchy Newspapers
News Service.....UP & AP
Transcription Service.....NBC Thesaurus, C. P. MacGregor, SESAC
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Keith Collins
Sales Manager.....Coyle Chambers
Publicity Director.....Jack Griffith
Chief Engineer.....Wm. N. Wallace

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K I E V

GLENDALE—EST. 1933

Frequency: 870 Kc..Power: 250 Watts d. only
Owned-Operated By: Cannon Broadcasting System, Ltd.
Address.....Glendale Hotel
Phone Number..CItrus 11133 & Chapman 52388
Transmitter Location.....Glendale Hotel
Time on the Air.....6:00 a.m. to local sunset
News Service .....UP
Transcription Service..... Standard
Membership ..... NAB

Personnel

President.....David H. Cannon
General Mgr.-Station Mgr.....Jack Heintz
Chief Announcer-Record MC.Charles R. Rogers
Chief Engineer.....Vern Schumann


STARS OVER CALIFORNIA
Bill Anson
with us now!
...IN WARNER BROS. KFWB CONSTELLATION
Martin Block
coming June 1st
Glowing stars in the sky of radio entertainment!
Two of the many leading lights in the KFWB galaxy!
And still another "star"
Look for our 1947 Rate Card
"something really new is being added!"
WARNER BROS. KFWB HOLLYWOOD
980 KILOCYCLES
A DIVISION OF WARNER BROS. PICTURES, INC. • HARRY MAIZLISH, GENERAL MANAGER
REPRESENTED NATIONALLY BY Raymer NEW YORK • CHICAGO • HOLLYWOOD

K F W B

HOLLYWOOD—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By: Warner Bros. Broadcasting Corp.
Address.....5833 Fernwood Ave.
Phone Number.....Hempstead 5151
Transmitter Location. Baldwin Hills, Culver City
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....AP, UP, INS
Representative.....William G. Rambeau Co.
Membership ..... NAB

Personnel

General Manager-
Station Manager.....Harry Maizlish
Production-Program Director.....William Ray
Chief Announcer.....Harry Hall
Musical Director.....Dion Romandy
Commercial Manager.....Berne Wilkins
Sales Promotion.....Gilbert Simon
Chief Engineer.....Harry Myers

•

K G F J

HOLLYWOOD—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Ben S. McGlashan
Address.....6314 Sunset Blvd.
Phone Number.....Hillside 0201
Transmitter Location..Washington & Oak Sts.
Time on the Air.....Full time
News Service ..... INS
Transcription Service .....Associated Music Publishers.
Membership ..... NAB

Personnel

Owner.....Ben S. McGlashan
General & Station Manager...Thelma Kirchner
Sales-Commercial Manager..Thelma Kirchner
Sales Promotion-Merchandising Manager .....Paul Forrest
Production Manager.....Eddie Albright
Publicity Director.....Paul Forrest
Chief Announcer.....David Ballard
Musical Director.....Clark Hayden
Chief Engineer.....Homer Obuchon
Record MC.....Ted Lenz

•

K N X

HOLLYWOOD—EST. 1920

COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK

Frequency: 1070 Kc..... Power: 50,000 Watts
Owned-Operated By ..Columbia Broadcasting System, Inc.
Address.....6121 Sunset Blvd.
Phone Number.....Hollywood 1212
Transmitter Location....Columbia Park, Torrance, Calif.
Time on the Air.....6:00 a.m. to 1:05 a.m.
News Service.....AP; INS; UP
Transcription Service..... Associated
Representative..... Radio Sales
Membership .....NAB, BMB

Personnel

Vice President, General Manager, Station Manager....Donald W. Thornburgh
Ass't Gen'l Mgr., Ass't. Station Mgr.....Harry W. Witt
Sales Manager (KNX).....J. A. Morton
Sales Promotion Manager.....Ralph Taylor
Program Director.....Tom Hargis
Chief Engineer.....Lester H. Bowman
Publicity Director.....Lloyd Brownfield
CBS Western Musical Director....Lud Gluskin
Musical Director (KNX).....Wilbur Hatch
Production Manager.....Edith Todesca
Record MC.....Tom Hanlon



HOLLYWOOD'S FASTEST GROWING STATION

SUNSET AND VINE • HOLLYWOOD

THELMA KIRCHNER, *Manager*

KREO

INDIO—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Broadcasting Corp. of America
Address.....P. O. Box 3046
Phone Number..... 7403
Transmitter Location.....Calhoun Drive
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service.....NBC Thesaurus
Membership ..... NAB

Personnel

President-General Mgr.....William L. Gleeson
Station Mgr.-Sales Mgr.....Riley R. Gibson
Chief Engineer.....Stan Reynolds

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KCVR

LODI—EST. 1946

Frequency: 1570 Kc..Power: 250 Watts, d. only
Owned-Operated By.....Central Valley Radio
Address.....P. O. Box 600
Phone Number..... 1700
Transmitter Location....Lower Sacramento Rd., 2 miles N.W. of Lodi
Time on the Air.....Daytime only
News Service..... UP
Transcription Service.....Standard, NBC Thesaurus
Representative.....Homer Griffith Co., Inc.

Personnel

Owners....Herbert W. Brown, David A. Brown
General-Sales Promotion Mgr., Publicity Dir.....Herbert W. Brown
Station Mgr.-Chief Announcer-Program Dir.....Harold C. O'Donnell
Sales Manager.....L. G. Baker
Production Mgr.-Musical Dir...David A. Brown
Chief Engineer.....James L. Smith

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KFOX

LONG BEACH—EST. 1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By..Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone Number..... Long Beach 327-75
Transmitter Location...220 E. Anaheim Street
Time on the Air.....5:00 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Standard Radio, Langworth Transcription Service; SESAC, BMI
National Sales Office.....Burn-Smith
Representative .....Biddick
Membership .....NAB, BMB

Personnel

President, Station Manager and Program Director.....Hal G. Nichols
Commercial and Sales Promotion Manager and Chief Engineer..Lawrence W. McDowell
Publicity Director.....Norman Masterson

•

KGER

LONG BEACH—EST. 1926

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By: Consolidated Broadcasting Corp.
Business Address.....435 Pine Ave.
Phone Number.....Long Beach 727-85
Studio Addresses: 435 Pine Ave.; 643 So. Olive, Los Angeles
Transmitter Location.....Atlantic & Compton Blvds.
Time on the Air.....7:00 a.m. to 12 midnight
News Service.....AP
Transcription Service....World Broad. System, Standard Radio, Lang-Worth, Associated
National Representative.....Joseph Hershey McGilvra, Inc.
Membership .....NAB, BMB

Personnel

President-Gen'l Manager.....Lee Wynne
Program Director.....Felix Adams
Publicity Director.....Earl Rutledge
Musical Director.....Helene Smith
Chief Engineer.....Jay Tapp

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KECA

LOS ANGELES—EST. 1929

AMERICAN BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By..American Broadcasting Co.
Address.....1440 No. Highland Ave.
Phone Number.....Hillside 8231
Transmitter Location.....2951 S. Fairfax Ave.
Time on the Air.....5:30 a.m. to 1:00 a.m.
7:00 a.m. to 1:00 a.m. Sunday
News Service..... UP, AP
Transcription Service.....Thesaurus and Lang-Worth.
Representative.....ABC Spot Sales
Membership .....NAB, BMB

Personnel

President .....Mark Woods
Station Manager.....Clyde P. Scott
Commercial and Sales Manager.....Amos T. Baron
Program Director.....William J. Davidson
Publicity Director.....Virginia West
Chief Engineer.....T. B. Palmer
Record MC.....Ralph Langley

K F A C

LOS ANGELES—EST. 1931

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By: Los Angeles Broadcasting Company, Incorporated
Address.....645 South Mariposa
Phone Number .....Fitzroy 1231
Transmitter Location.....3725 Chesapeake
Time on the Air.....24 hours daily
News Service .....AP
Transcription Service.....Associated
Membership ..... NAB, BMB

Personnel

Owner .....E. L. Cord
President-General Manager....Calvin J. Smith
Station & Sales-Commercial Manager.....Calvin J. Smith
Publicity Director.....Eileen Wheatley
Musical Director.....Elmitt Eastcott
Chief Engineer.....Ron Oakley

•

K F I

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By...Earle C. Anthony, Inc.
Address.....141 North Vermont Ave.
Phone Number.....FAirfax 2121
Transmitter Location.....Buena Park, Calif.
Time on the Air.....24 Hours Daily
News Service.....UP, AP
Transcription Service.....Lang-Worth, Capitol
Representative.....Edward Petry & Co., Inc.
Membership ..... NAB, BMB

Personnel

President.....Earle C. Anthony
General Manager.....William B. Ryan
Sales Manager.....Geo. A. Whitney
Program Director.....Charles S. Brown
Production Manager.....Bob Hiestand
Publicity Director.....Dean Moxley
Director of Public Service....James Vandiveer
Chief Engineers.....Curtis Mason, H. L. Blatterman

•

K F S G*

LOS ANGELES—EST. 1922

Frequency: 1150 Kc....Power: 2500 d.; 1000 n.
Owned-Operated By....Echo Park Evangelistic Ass'n
Address.....1100 Glendale Blvd.
Phone Number.....Exposition 1141
Transmitter Location.....1100 Glendale Blvd.
Time on the air: 7:45 p.m. to 12 midnight; Sundays, 10:30 a.m. to 12:30 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12 midnight
Membership ..... NAB

Personnel

President.....Dr. Rolf K. McPherson
General Manager.....Rev. Jack Carmain
Chief Engineer.....C. Harvey Haas

** Non-Commercial Station.*

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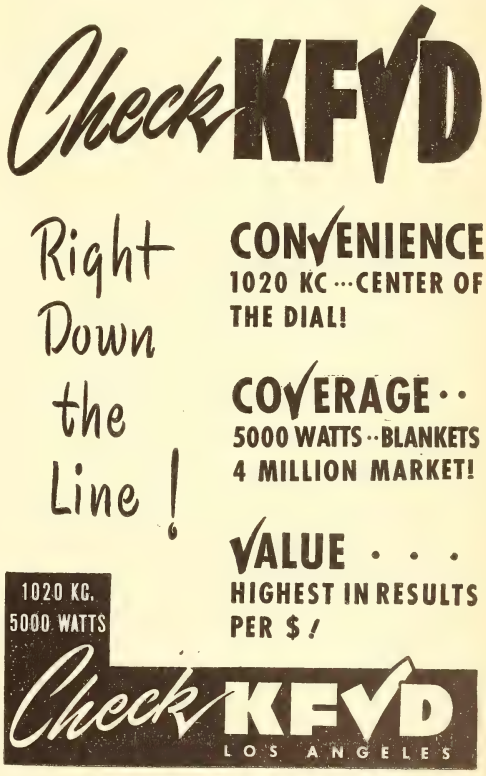
K F V D

LOS ANGELES

Frequency: 1020 Kc.....Power: 1000 Watts
Owned-Operated By: Standard Broadcasting Company, Inc.
Address.....338 South Western Avenue
Phone Number.....Drexel 2391
Transmitter Location.....5526 E. Cortland, Lynwood, Calif.
Time on the Air.....6 a.m. to local sundown
News Service.....UP
Transcription Service Lang-Worth, L. M. Cole, partial MacGregor
Membership ..... NAB

Personnel

President-General Manager....J. Frank Burke
Sales-Commercial Manager.....Howard Gray
Program Dir.-Publicity Mgr.....Carl N. Brewster
Chief Engineer.....Jack Fredericks



K H J

LOS ANGELES—EST. 1922

MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Business Address.....5515 Melrose Ave.
Phone Number.....HOllywood 8111
Transmitter Location.....5901 Venice Blvd.
Time on the Air:.....6:00 a.m. to 1:00 p.m.
News Service.....AP, INS
Transcription Service: World Broadcasting System
National Sales Office.....John Blair & Co.
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....Thomas S. Lee
Vice-President and General Manager.....Lewis Allen Weiss
Vice President and Assistant Manager.....Willet H. Brown
General Sales Mgr.....Sydney Gaynor
Sales Promotion Mgr.....Herbert Sonnenberg
Publicity Director.....Mark Finley
Program Director.....Charles Bulotti, Jr.
Chief Announcer.....Tony La Frano
Musical Director.....Harry Zimmerman
Chief Engineer.....Frank Kennedy

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K L A C

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power 5000 Watts
Owned-Operated By.....KMTR Radio Corp.
Address.....1000 Cahuenga Blvd.
Phone Number..... .....HIllside 1161
Transmitter Location.....1000 Cahuenga Blvd.
Time on the Air.....6:00 a.m. to 1:00 a.m.
Sundays: 7:00 a.m. to 1:00 a.m.
News Service.....AP, UP
Transcription Service..Lang-Worth; Standard Radio, Capitol, SESAC
Representative.....Adam J. Young, Jr.
Membership ..... NAB

Personnel

President.....Bartley C. Crum
General Manager-Station Manager.....Don J. Fedderson
Commercial Manager.....D. E. Lundy
Sales Promotion Manager.....Bob Klein
Chief Announcer.....Al Warner
Musical Director.....Barclay Allen
Chief Engineer.....Paul C. Schulz
Record MC.....Al Jarvis

K M P C

LOS ANGELES—EST. 1928

Frequency: 710 Kc.....Power: 50,000 Watts
Owned By: KMPC, The Station of the Stars, Inc.
Address.....5939 Sunset Blvd.
Phone Number.....Hollywood 5341
Transmitter Location.....12755 Burbank Blvd.
Time on the Air:.....6 a.m. to 12 midnight
News Service.....UP, AP, City News Service
Transcription...Associated, World, Langworth
Representative.....Paul H. Raymer Co.
Membership ..... BMB

Personnel

Owner & President.....G. A. Richards
V. P. & Gen. Mgr.....Robert O. Reynolds
Asst. to Pres.....Harry Wismer
Commercial Manager.....Herbert Wixson
Production Manager.....Charles Calvert
Program Manager.....C. G. Renier
Promotion-Publicity Director..Betty Ann Hudson
Chief Announcer.....Vance Graham
Musical Director.....Charles Calvert
Chief Engineer.....Loyd Sigmon

•

K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc...Power: 2500 d.; 1,000 n.
Owned-Operated By.....Radio Broadcasters, Incorporated
Business Address.....541 So. Spring Street
Phone Number.....Tucker 7111
Studio Address.....312 Spring Arcade Bldg.
Transmitter Location.....Glendale Blvd.
Time on the Air.....5:30 a.m. to 7:45 p.m.
News Service .....INS
Transcription Service.....SESAC, Associated
Membership ..... NAB

Personnel

General Manager.....Ned Connor
Program Director.....Venna Taylor
Chief Engineer.....Willis O. Freitag

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K M Y C

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Marysville-Yuba City Broadcasters, Inc.
Address.....P. O. Box 631, Marysville, Calif.
Phone Number.....2080
Transmitter Location.....Laurellan Road, N. W. of Marysville
Time on the Air.....6:30 a.m. to 12 midnigh'
News Service .....UP
Transcription Service...World, C. P. McGregor

Representative.....W. S. Grant Co
National Sales Office.....W. S. Grant Co.
Membership ..... NAB

Personnel

General Manager-
Station Manager.....Joe D. Carroll
Commercial Manager.....Hedley W. Hall
Sales Promotion Manager.....Jim Craig
Program Director.....A. J. Powell, Jr.
Production Manager.....Wm. Cleveland
Chief Engineer.....Loyd McQueary

•

K Y O S

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Merced Broadcasting Company
Business Address.....P. O. Box 717
Phone Numbers..... ...1430; 1431
Transmitter Location....1¾ miles E. of Merced on "G" St. Grade
Time on the Air.....5:30 a.m. to 1:00 a.m.
News Service .....UP
Transcription Service.....Standard Radio
Representative.....W. S. Grant Co.
Membership ..... NAB

Personnel

Chief Executive-
General Manager.....Hugh McClung
Station Manager.....Charles J. Kinsley, Jr.
Sales Promotion Mgr.....A. J. Krisik
Program Director-
Production Manager.....Becky Bedeson
Publicity Director.....Beverley Voit
Chief Announcer.....Donald Rayment
Chief Engineer.....Malcolm Beavers
Record MC.....George Tschumy

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K T R B

MODESTO—EST. 1933

Frequency: 860 Kc.....Power: 1000 Watts
Owned-Operated By..KTRB Broadcasting Co.,
Business Address.....P. O. Box 593
Phone Number.....774 or 3211
Studio and Transmitter.....Norwegian Ave.
Time on the Air.....5:00 a.m. to 1:00 a.m.
Sundays: 6:45 a.m. to 1:00 a.m.
News Service..... INS, UP
Transcription Service.....World, Lang-Worth, McGregor, Cole
Representative.....W. S. Grant Co.

Personnel

President-Station Manager..Wm. H. Bates, Jr.
Sales Promotion Mgr.....Milton Hibdon
Chief Engineer.....Wm. H. Bates, Jr.
Record MC.....Charles McEwen

•

K D O N

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Monterey Peninsula Broadcasting Co.
Business Address.....468 Calle Principal
Phone Number.....TWinoaks 9600
Studio Addresses ..275 Pearl St.; 137 Monterey St., Salinas
Transmitter Location.....Monterey Municipal Wharf
Time on the Air.....18 hours daily
Newspaper Affiliation....Monterey Peninsula Herald; Salinas, Californian
News Service .....UP
Transcription Service.....NBC Thesaurus, Associated
Membership ..... NAB

Personnel

President .....Paul H. Caswell
General Mgr.-Station Mgr.....Reed Pollock
Sales Promotion Manager.....George Ross
Program Director.....Reed Pollock
Production Manager.....Bob Sabin
Publicity Director.....Wayne Anderson
Chief Announcer.....Orel Phillips
Chief Engineer.....Omer Wright
Record MC.....Bill Crabbe, Jr.

•

K L X

OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts
Owned By.....Tribune Building Corp.
Operated By.....Oakland Tribune
Address ....Tribune Tower, 13th & Franklin Streets
Phone Number.....Glencourt 0660
Transmitter Location.....Tribune Tower
Time on the Air.....6:45 a.m. to 1:00 a.m.
Newspaper Affiliation.....Oakland Tribune
News Service.....AP
Transcription Service.....World Broadcasting System and Associated
Representative.....Homer Griffith Co.
Membership ..... NAB, BMB

Personnel

President-Owner.....J. R. Knowland, Jr.
General Manager-
Station Manager.....Glenn Shaw
Program Operations Mgr.....Anne E. Traux
Chief Announcer.....Deane Banta
Musical Director.....Ed Ropolo
Chief Engineer.....Roswell Smith

KROW

OAKLAND—EST. 1925

Frequency: 960 Kc. .....Power 1000 Watts
Owned-Operated By.....KROW, Inc.
Business Address ....Radio Center Building, 464 - 19th Street
Phone Number.....TWinoaks 9600
Studio Addresses..464 19th St., San Francisco Newsreel Theatre, Oakland, Calif.
Transmitter Location.....1520 - 8th Avenue
Time on the Air.....6:00 a.m. to 12 midnight; Sunday: 7:00 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Standard Radio, Associated
Membership ..... NAB

Personnel

President.....Sheldon F. Sackett
General Manager-Commercial Manager .....Wilton Gunzendorfer
Asst. to the Gen. Mgr.....Richard C. D. Bell
Program Director.....Russ Coughlan
Publicity Director.....Mercedes Prosser
Chief Engineer.....C. E. Downey

Now . . . for the first time!
YOU CAN *BUY*
OAKLAND
ALAMEDA
BERKELEY
AND THE ENTIRE
SAN FRANCISCO BAY AREA
RADIO MARKET MORE INTELLIGENTLY!
WITH THE NEW
OAKLAND HOOPER AUDIENCE RATINGS
(Quarter Hour and Half Hour Ratings)



19th and BROADWAY, OAKLAND 12, CALIF.
Established 1925
"The Station That Led the 1946 Summer Sport Parade"

KWBR

OAKLAND—EST. 1920

Frequency: 1310 Kc. .....Power: 1000 Watts
Owned By.....Warner Brothers
Operated by .....Warner Brothers
Address ..... 327-21st Street
Phone Number .....Higate 1212
Transmitter Location.....327-21st Street
Time on the Air.....24 hours
News Service..... UP
Transcription Service..Lang-Worth, M. M. Cole
Representative.....Wm. G. Rambeau Co.
Membership ..... NAB

Personnel

President-General Manager.....S. W. Warner
Station-Sales--Commercial Manager.....F. Wellington Morse
Program Director.....Sylvia L. Chandler
Chief Announcer.....George Oxford

•

KCMJ

PALM SPRINGS—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Palm Springs Broadcasting Co.
Address.....The Center, Suite "H," 174 N. Palm Canyon Dr.
Phone Number 2253-4
Studio-Transmitter Location..North Indian Ave.
Time on the Air.....7:00 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .....UP
Transcription Service .....Standard
National Sales Office....W. S. Grant Co., Inc.
Representative.....W. S. Grant Co., Inc.
Membership ..... NAB

Personnel

Co-owner-Program Director.....Dick Joy
Co-owner.....Donald C. McBain
General Manager.....Clinton Jones
Chief Engineer.....Don McBain
Record MC.....Carson Pinkley

•

KPPC*

PASADENA—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By: Pasadena Presbyterian Church
Address.....585 East Colorado St.
Phone Number.....Sycamore 3-4363

Transmitter Location...585 East Colorado St.
Time on the Air.....Sundays, 9 a.m. to 9 p.m.; Wednesdays, 7 p.m. to 9:30 p.m.

Personnel

General Manager.....Rev. George E. Petrie
Program-Musical Director.....Leon Hall
Chief Engineer.....N. V. Parsons
*(Non-Commercial Station)

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K W K W

PASADENA—EST. 1942

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Southern California Broadcasting Co.
Address.....425 East Green St.
Phone..... Ryan 1-6744, Sycamore 2-6155
Transmitter Location.....924 N. Vista, San Gabriel, Calif.
Time on the Air.....5:30 a.m. to local sunset
News Service.....UP
Transcription Service.....Standard Radio
Representative .....Forjoe & Co.

Personnel

Chief Owner.....Marshall S. Neal
General Manager-Station Manager.....William J. Beaton
Promotion Mgr.....Claire Hughes
Program Dir.-Chief Ann.....Ken Barton
Musical Director.....Rowland Gibbs
Chief Engineer.....Paul W. Sparao
Record MC.....Crowell Beach, Jack Volheye

•

K X L A

PASADENA—EST. 1942

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By: Pacific Coast Broadcasting Co.
Business Address..1401 South Oak Knoll Ave.
Phone Number.....Sy 6-5724
Studio Address.....1401 Oak Knoll Ave.
Transmitter Location...Lexington Gallatin Rd., El Monte, Calif.
Time on the Air.....24 Hours
News Service.....AP
Transcription Service: Lang-Worth; Associated Music Publishers, World
Representative.Joseph Hershey McGillvra, Inc.

Personnel

President.....W. I. Dumm
General Manager.....Loyal K. King
Station-Commercial Manager....Loyal K. King
Program-Publicity Director.... Norman Rogers
Chief Announcer.....Carl Saunders
Musical Director.....Newton Yates
Chief Engineer.....Jack Reader

K P R L

PASO ROBLES—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned & Operated By...Leslie Henry Hacker
Address.....Paso Robles
Time on the Air.....Full Time License
Representative.....W. S. Grant Co., Inc.

Personnel

General Manager.....Les Hacker
Chief Engineer..... Frank Fortine

•

K P M O

POMONA—EST. 1947

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By..Valley Broadcasting Co.
Business Address.....1240 E. Holt Ave.
Transmitter Location.....1240 E. Holt Ave.
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service.Standard, World, Capitol
Representative.....W. S. Grant & Co.

Personnel

General Manager & Co-owner.Dean Wickstrom
Commercial Manager.....John Pearson
Program Director.....John Pearson
Chief Engineer.....Dean Wickstrom

KPMO

Serving The Fruitful

Pomona Valley

KPMO

1240 East Holt Ave.

Pomona, Calif.

KTIP

PORTERVILLE—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....J. F. Tighe Broadcasting Co.
Address.....600 N. Main
Phone Number.....Porterville 1190-1
Transmitter Location.....Newcombe Dr. & Grand Ave.
Time on the Air.....Unlimited
News Service..... UP
Transcription Service.....Capitol, Associated
National Sales Office.....Gene Grant

Personnel

President-Owner.....J. F. Tighe
General Mgr.-Sales Mgr....Robert B. McGinnis
Chief Engineer.....James Tennyson

•

KBLF

RED BLUFF—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Robert L. Weeks
Address.....346 Oak St.
Phone Number 354
Transmitter Location.....East Red Bluff
Time on the Air.....6:00 a.m. to 12 midnight
News Service..... AP
Transcription Service..... World, Langworth
Representative .....Homer Griffith

Personnel

Owner-General Mgr.-Station Manager..... Robert L. Weeks
Chief Engineer.....Howard Parsons

•

KVCV

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Golden Empire Broadcasting Co.
Business Address.....Highway 99, South
Phone Number..... 1646-7
Transmitter Location...Highway No. 99 South
Time on the Air.....6:00 a.m. to 12:00 p.m.
News Service .....UP
Transcription Service.....Standard Radio
Representative.....W. S. Grant

Personnel

President-General Mgr.....Hugh McClung
Station Manager.....Fred M. Stuelpnagel
Commercial Manager.....H. E. McCarty
Chief Engineer.....Orville Burda

KPRO

RIVERSIDE—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By: Broadcasting Corporation of America
Business Address: 3401 Russell St., Riverside, Calif.
Phone Number: Riverside 6290, San Bernardino 5157
Studio Address: 3401 Russell St., Riverside 480th 5th St., San Bernardino
Transmitter Location:.....3401 Russell St.
Time on the Air.....5:30 a.m. to 12.30 a.m.
News Service .....AP
Transcription Service: Associated Music Publishers and Cole
Representative.....John E. Pearson Co.
Membership ..... NAB, BMB

Personnel

President-General Manager.....W. L. Gleeson
Station Manager.....William L. Simpson
Sales-Commercial Manager..Richard Williams
Sales Promotion-Merchandising Manager .....Mildred Thorne
Program Director.....Larry Sutton
Production Manager.....Ed McLean
Publicity Director.....Marjorie Sharpe
Chief Announcer.....Lee Lawley
Musical Director.....Hark Johann
Chief Engineer.....Walter Phipps
Record MC.....Richard Blanchard

•

KCRA

SACRAMENTO—EST. 1944

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned By...Central Valleys Broadcasting Co.
Business Address...604 Calif. State Life Bldg.
Phone Number 2-0758
Studio Address.....604 Calif. State Life Bldg.
Transmitter Location...27th & American River
Time on the Air.....6:00 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....World Broadcasting System
National Sales Office.....Weed & Co.
National Representatives.....Weed & Co.
Membership .....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....Ewing C. Kelly
Sales Manager.....Ralph Miller
Publicity-Program Director.....Irving Phillips
Production Manager.....Robert Alexander
Chief Engineer.....Marvin D. Myers
Record M.C.....Hill Armfield

K F B K

SACRAMENTO—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 1530 Kc.....Power: 10,000 Watts
Owned-Operated By: McClatchy Broadcasting Co.
Business Address.....708 Eye St.
Phone Number.....2-5011
Transmitter Location.....Yolo County
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation..McClatchy Newspapers
News Service.....UP and AP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.
Membership .....NAB, BMB

Personnel

President.....Eleanor McClatchy
Station Manager.....Leo O. Ricketts
Program Manager.....James Eakins
Publicity .....Marjorie Kistle
Sales Manager.....Richard Brothers
Chief Engineer.....Stam Sronce

•

K R O Y

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harmco, Inc.
Address.....Hotel Sacramento Bldg.
Phone Number.....3-2525
Transmitter Location.....65th St. at 14th Ave.
Time on the Air.....18 hours per day
News Service .....UP
Transcription Service....Associated Recorded PGM. Library
Representative .....Avery

Personnel

Vice-Pres.-Gen. Mgr.....Clyde F. Coombs
Program Director.....William J. Ratcliff
Chief Engineer.....Howard Martineau

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K X O A

SACRAMENTO—EST. 1945

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated by.....Lincoln Dellar
Business-Studio Address.....30th & "Q" Sts.
Phone Number 6-4728
Transmitter Location.....30th & "Q" Sts.
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service...Associated, Langworth
Representative.....Adam J. Young, Jr.
Membership .....NAB, BMB

Personnel

Owner-General Manager.....Lincoln Dellar
Commercial-Sales Promotion.....Morton Sidley
Program-Publicity Director....Robert W. Dumm
Chief Engineer.....Paul Leake
Record M.Cs.....Fred Hall, Bob Tutt

•

K F X M

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By:
Lee Bros. Broadcasting Co.
Address.....512 Fifth St.
Phone Number.....4-761, 4-762
Transmitter Location.....990 Colton Ave.
Time on the Air.....5:45 a.m. to 12 midnight; 5:45 a.m. to 1 a.m. Saturday; 6:45 a.m. to 12 midnight Sunday.
News Service .....UP
Transcription Service.....World Broadcasting System
Representative.....John Blair & Co.
Membership .....NAB

Personnel

Partners .....J. C. & E. W. Lee
Station Manager.....Maury A. Vroman
Chief Engineer.....George W. Ewing

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K F S D

SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Airfan Radio Corporation, Ltd.
Address....U. S. Grant Hotel, 326 Broadway
Phone Number .....Franklin 6353
Transmitter Location.....U. S. Grant Hotel, 326 Broadway
Time on the Air.....6 a.m. to Midnight, Sunday 8 a.m. to Midnight
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....Paul H. Raymer Co.
Membership .....NAB, BMB

Personnel

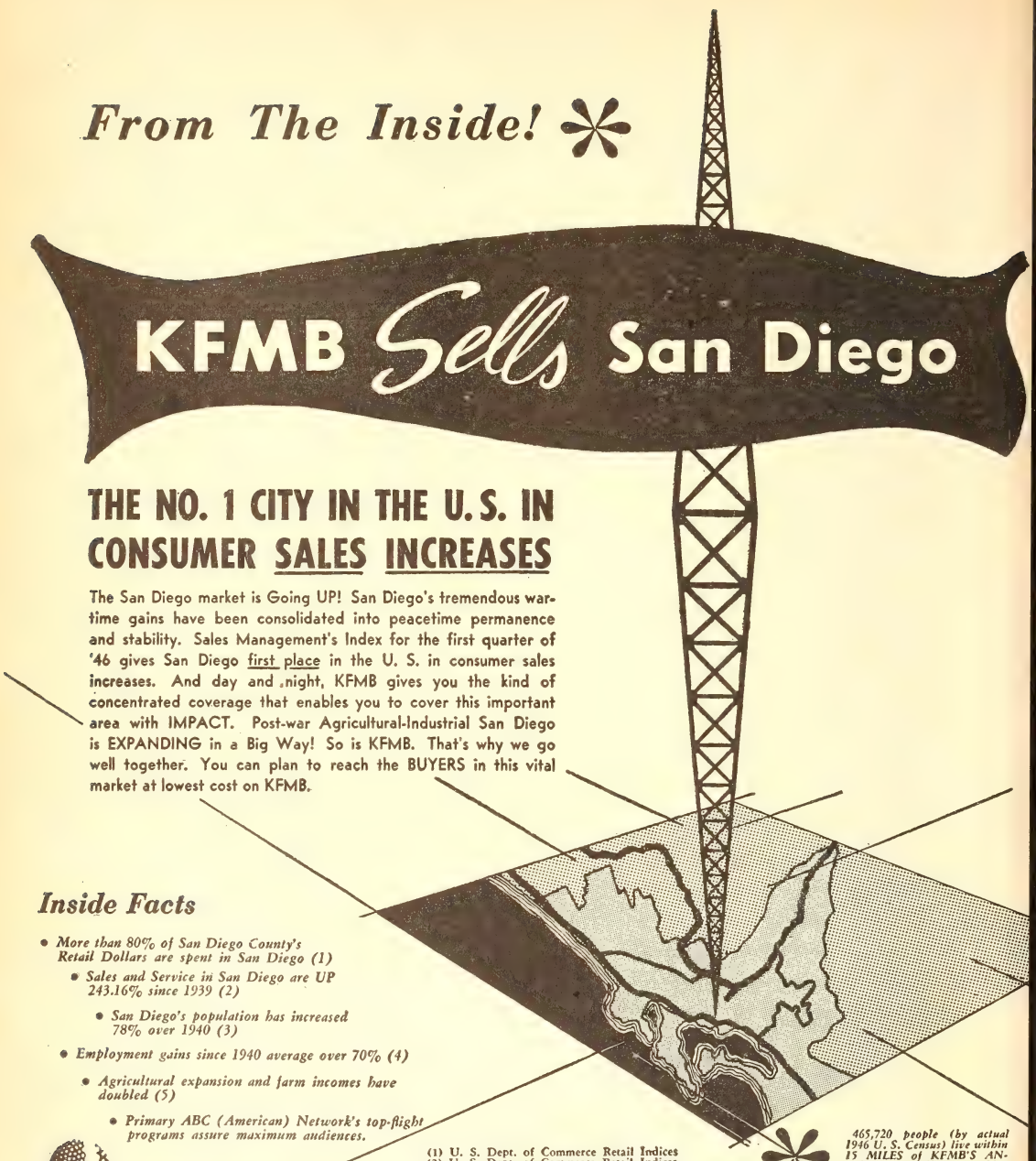
President-Owner.....Thomas E. Sharp
Station Manager.....Marion R. Harris
Commercial-Sales Manager.....Larry Scalf
Chief Engineer.....Richard Gartner

From The Inside! ✳

KFMB *Sells* San Diego

THE NO. 1 CITY IN THE U. S. IN CONSUMER SALES INCREASES

The San Diego market is Going UP! San Diego's tremendous war-time gains have been consolidated into peacetime permanence and stability. Sales Management's Index for the first quarter of '46 gives San Diego first place in the U. S. in consumer sales increases. And day and night, KFMB gives you the kind of concentrated coverage that enables you to cover this important area with IMPACT. Post-war Agricultural-Industrial San Diego is EXPANDING in a Big Way! So is KFMB. That's why we go well together. You can plan to reach the BUYERS in this vital market at lowest cost on KFMB.



Inside Facts

- *More than 80% of San Diego County's Retail Dollars are spent in San Diego (1)*
- *Sales and Service in San Diego are UP 243.16% since 1939 (2)*
- *San Diego's population has increased 78% over 1940 (3)*
- *Employment gains since 1940 average over 70% (4)*
- *Agricultural expansion and farm incomes have doubled (5)*
- *Primary ABC (American) Network's top-flight programs assure maximum audiences.*

(1) U. S. Dept. of Commerce Retail Indices
(2) U. S. Dept. of Commerce Retail Indices
(3) U. S. Census Bureau
(4) Bureau of Labor Statistics
(5) Dept. of Agriculture crop forecasts

✳ *465,720 people (by actual 1946 U. S. Census) live within 15 MILES of KFMB'S ANTENNA. (All but 9500 within 5 miles of downtown San Diego.)*

KFMB *Basic American Network, Pacific Coast*

KFMB—FM NOW ON THE AIR

SAN DIEGO • CALIFORNIA • Owned and managed by JACK GROSS • Represented by The BRANHAM Co.

K F M B

SAN DIEGO—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jack O. Gross
Address.....1375 Pacific Blvd.
Phone Number .....Main 2114
Transmitter Location.....607 Spreckles Bldg.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard Radio
Representative.....The Branham Co.
Membership .....NAB, BMB

Personnel

President, Station and Commercial Manager.....Jack Gross
Sales Promotion Manager.....Shirley Hawley
Program Director and Production Manager.....John Harrison
Chief Engineer.....Vern Milton
Publicity Director.....Shirley Hawley
Record M.C.....Jimmy Pantages

•

K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address.....1017 First Ave.
Phone Number.....Franklin 6151
Transmitter Location.....Pickwick Hotel
Time on the air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....AP, INS, UP
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
Genl. Mgr.....Lewis Allen Weiss
Station Manager.....F. D. Ide
Commercial-Sales Promotion Manager.....William A. Evans
Production Manager.....Jerry Lee Pecht
Program Director.....James Dillon
Chief Engineer.....William G. Collins

•

K S D J

SAN DIEGO—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1170 Kc.....Power: 5000 Watts
Owned-Operated By: Finley-McKinnon Broadcasting Co.
Address.....1450 Fifth Ave.
Phone Number.....Franklin 8282
Transmitter Location...62nd & El Cajon Aves.
Time on the Air.....6:30 a.m. to 12:30 a.m.
Newspaper Affiliation.....The San Diego Daily Journal
News Service .....UP
Transcription Service.....Capitol, SESAC
Representative.....Free & Peters, Inc.
Membership .....NAB

Personnel

Co-owner.....Clinton D. McKinnon
General Manager.....Purnell H. Gould
Sales Manager.....George Smith
Program Director.....Edgar G. Tidwell
Production Mgr.-Chief Announcer..Deane Long
Publicity Director.....Lisle Shoemaker
Chief Engineer.....Keith Mealey

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K Y O R

SAN DIEGO—EST. 1946

Frequency: 1130 Kc.....Power: 250 Watts
Owned-Operated By...Silver Gate Broadcasting Co.
Address.....399 W. Broadway
Phone Number.....Franklin 9-5121
Transmitter Location.....399 W. Broadway
Time on the Air.....Sun-up to sun-down
News Service .....AP
Transcription Service.....McGregor, Standard

Personnel

General Manager.....Albert E. Furlow
Station Mgr.-Sales Mgr.....William A. Evans
Publicity Director.....Virgil Wyatt
Chief Engineer (Supervising).....George W. Berger

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K F R C

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Business Address.....5515 Melrose Ave., Hollywood, Calif.
Phone Number.....Prospect 0107, and Hollywood 8111
Transmitter Location.....1000 Van Ness Ave.
Time on the air: 6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service.....AP, INS
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.
Membership .....NAB, BMB

Personnel

President.....Thomas S. Lee
Station-General Manager....William D. Pabst
Sales Manager.....Merwyn McCabe
Program-Production Manager.....Mel Venter
Publicity Manager.....R. L. Templeton
Musical Director.....Lyle Bardo
Chief Announcer.....Lewis Pfiefer
Chief Engineer.....E. G. Underwood, Asst. J. J. McArdle

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K G O

SAN FRANCISCO—EST. 1924

AMERICAN BROADCASTING CO.

Frequency: 810 Kc.....Power 7500 Watts
Owned-Operated By: American Broadcasting Co.
Address.....155 Montgomery St.
Phone Number.....Exbrook 6544
Studio Address.....Radio City, Taylor & O'Farrell Sts.
Transmitter Location..5433 E. 12th St., Oakland
Time on the Air.....6 a.m. to 12:30 a.m.; Sunday: 6 a.m. to 12 midnight
News Service.....AP, INS, UP
Transcription Service: Standard, Associated, Capitol
National Sales Office.....ABC Spot Sales
Representative.....ABC Spot Sales
Membership .....NAB, BMB

Personnel

President.....Mark Woods
Station Manager.....Gayle V. Grubb
Sales Manager.....Kirk Torney
Chief Engineer.....A. E. Evans
Musical Director.....Phil Bovero

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K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 1000 Watts
Owned-Operated By:.....KJBS Broadcasters
Operated By.....KJBS Broadcasters
Address.....1470 Pine Street
Phone Number.....Ordway 4148
Transmitter Location.....1470 Pine Street
Time on the Air.....5:00 a.m. to local sunset, 10:00 p.m. to 3:00 a.m.
News Service.....INS; UP; AP
Transcription Service.....Standard
Representative.....Headley-Reed Co.

Personnel

General Mgr.-Station Mgr.....E. P. Franklin
Sales Manager.....S. G. Breyer
Record m.c.....Frank Cope
Chief Engineer.....William Nielsen

K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By.....NBC
Address.....Taylor & O'Farrell Sts.
Phone Number.....Graystone 8700
Transmitter Location.....Belmont
Time on the Air.....6 a.m. to 12:30 a.m.
News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus
National Representative.....NBC Spot Sales
Membership .....NAB, BMB

Personnel

General Manager.....John W. Elwood
Asst. Gen. Mgr.....George Graves
Sales Manager.....Alfred Crapsey
Sales Promotion Mgr.....David Lasley
Publicity Director.....Louise Landis
Station Engineer.....Curtis D. Peck

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K S A N

SAN FRANCISCO—EST. 1925

UNITED PACIFIC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Golden Gate Broadcasting Corp.
Address .....1355 Market St., Merchandise Mart Bldg.
Phone Number.....Market 8171
Transmitter Location.....1355 Market St.
Time on the Air.....6 a.m. to 12 midnight; Sunday: 7 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Langworth
Representative.....Wm. G. Rambeau Co.
Membership .....NAB

Personnel

President .....S. H. Patterson
Station and Commercial Manager .....Jerry Akers
Program Director.....Lois Thille
Chief Engineer.....N. J. Patterson

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K S F O

SAN FRANCISCO—EST. 1933

Frequency: 560 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By....The Associated Broadcasters, Inc.
Address.....Mark Hopkins Hotel
Phone Number.....Exbrook 4567
Transmitter Location.....Islais Creek
Time on the Air.....Unlimited
News Service.....INS, UP
Transcription Service.....Standard, Associated, MacGregor
Representative.....Universal Radio Sales
Membership .....NAB, BMB

Personnel

President.....W. I. Dumm
Vice-Pres. & Gen. Mgr.-Station Mgr.-Sales or Commercial Mgr...Philip G. Lasky
Sales Promotion Manager.....David Meblin
Program Director.....Keith Kerby
Production Manager.....Richard S. Burdick
Publicity Director.....David Meblin
Chief Announcer.....Jim Moore
Director of Engineering.....Royal V. Howard

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K Y A

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By...Palo Alto Radio Station, Inc.
Address....Hearst Bldg., 3rd & Market Sts.
Phone Number.....DOuglas 2536
Transmitter Location.....Candlestick Point, Bay View Park
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....INS, AP and UP
Transcription Service..Associated Music Publishers and Standard Library Service
Representative .....Adam Young
Membership .....NAB, BMB

Personnel

President.....Bartley Crum
Station Manager.....Don Fedderson
Sales and Sales Promotion Manager.....D. E. Lundy
Program Director.....Vernon Wilson
Publicity Director.....H. B. Rossen
Musical Director.....Dude Martin
Chief Engineer.....Paul C. Schulz

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K E E N

SAN JOSE—EST. 1947

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By..United Broadcasting Co.
Business Address.....Hotel De Anza
Phone Number.....Columbus 4000
Transmitter Location....Oakland Highway at Wayne Ave.
Time on the Air.....6 a.m. to 12 midnight
Transcription Service .....Associated
Membership .....NAB

Personnel

President-Assoc. Owner..George M. Mardikian
Program Manager-Assoc. Owner.....George D. Snell
Eng. Supt.....Samuel A. Melnicoe

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K L O K

SAN JOSE—EST. 1946

Frequency: 1170 Kc.Power: 5000 Watts, d. only
Owned-Operated By..Valley Broadcasting Co.
Address.....40 W. San Antonio St.
Phone Number.....Columbia 3798 W
Transmitter Location.....Route 3, Box 327-A
News Service .....AP
Transcription Service.....Capitol
Representative .....Homer Griffith
Membership .....NAB

Personnel

Owner-Gen. Mgr.-Station Mgr.....E. L. Baker
Sales Mgr.-Promotion Mgr.....Richard E. Ryan
Chief Engineer.....Ted Bindner

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K Q W

SAN JOSE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 5000 Watts
Owned-Operated By.....Pacific Agricultural Foundation, Limited
Business Address.....140 Jessie St., San Francisco
Phone Numbers.....Ballard 2616 (San Jose), EXbrook 3233
Transmitter Location.....Alviso, California
Time on the Air.....5:50 a.m. to 12 midnight
News Service.....INS; UP; AP
Transcription Service.....Standard Radio; NBC Thesaurus, MacGregor
Representative.....Edward Petry & Co., Inc.
Membership .....NAB, BMB

Personnel

President.....Ralph R. Brunton
Vice-Pres. & Gen. Mgr.....C. L. McCarthy
Sales Manager.....D. M. Greene
Sales Promotion Manager...Walter S. Zahrt
Program Director.....Fred Ruegg
Production Manager.....Stella Bianco
Publicity Director.....Grant Holcomb
Musical Director.....Ray Hackett

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K S J O

SAN JOSE—EST. 1946

Frequency: 1590 Kc....Power: 1000 w. d. only
Owned-Operated By.....Santa Clara Broadcasting Co.
Address .....Box 995
Phone Number.....Ballard 3660
Transmitter Location..Storey & Lucretia Aves.
Time on the Air.....Daytime
News Service, ...UP
Representative.....William S. Grant Co., Inc.
Membership .....NAB

Personnel

President.....Frank C. Mitchell
Gen. Mgr.-Chief Engineer...John G. Bauriedel
Sales Manager.....Don H. Telford
Program Director.....Dave Simmons
Production Manager.....Norman Paul

KVEC

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 920 Kc.....Power: 1000 Watts, d.; 500 Watts, n.
Owned & Operated By...Christina M. Jacobson trading as The Valley Electric Co.
Business Address.....851 Higuera Street
Phone Number.....San Luis Obispo 1100-1
Studio Address.....Mt. View & Hill Streets
Transmitter Location....Roosevelt Highway—1½ miles north of San Luis Obispo
Time on the Air.....6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard Radio, NBC Thesaurus
Representative.....W. S. Grant Company
Membership .....NAB

Personnel

Owner.....Christina M. Jacobson
Manager .....Les Hacker
Assistant Manager.....Aram Rejebian
Commercial and Sales Promotion Manager.....Joe Shuttleworth
Program Director.....William Barton
Chief Engineer.....Earle Travis

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KSMO

SAN MATEO—EST. 1946

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Operated By....Amphlett Printing Co.
Address.....811 "B" St.
Phone Number.....S. M. 4-4112
Studio Address..Arthur Bldg., 9th & "B" Sts.
Transmitter Location...E. Bayshore Highway
Time on the Air.....18 hours daily
Newspaper Affiliation.....San Mateo Times (Amphlett Printing Co.)
News Service .....AP
Transcription Service .....Standard
Representative.....George D. Close, Inc.

Personnel

President.....J. Hart Clinton
General Manager.....John H. Schacht
Chief Engineer.....H. Neil Black

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KVSM

SAN MATEO—EST. 1946

Frequency: 1050 Kc..Power: 250 Watts d. only
Owned-Operated By.....San Mateo County Broadcasters
Address.....279 Baldwin Ave.
Phone Number.....S. M. 4-4385
Transmitter Location.....Seal Creek
Time on the Air.....Sunrise to sunset (local)
News Service .....UP
Transcription Service.....Associated, SESAC, Capitol

Personnel

President-General Manager.....Hugh H. Smith
Station Manager.....Gordon D. France
Commercial Manager.....Fred Weingarth
Program Director-Production Manager.....Clinton W. Price
Publicity Director.....Hugh Wayne
Chief Announcer-Record M.C. ...Pat O'Brien
Chief Engineer.....M. F. Planting

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KVOE

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....The Voice of the Orange Empire, Inc., Ltd.
Business Address.....206 No. Main St.
Phone Number..... 4901-R
Transmitter Location..12531 E. Willowick Dr.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 7:00 a.m. to 11:00 p.m.
Transcription Service.....C. P. MacGregor, SESAC
Representative.....W. S. Grant Co., Inc.

Personnel

President and General Manager, Ernest L. Spencer
Commercial Manager.....L. S. Nicholson
Sales Promotion Manager.....Marjory Marsh
Production Manager.....Bill Elliott
Chief Announcer.....Les Chatfield
Chief Engineer-Program Director.....Wallace S. Wiggins

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KDB

SANTA BARBARA—EST. 1921

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By Don Lee Broadcasting System
Address.....1309 State St.
Phone Number.....Santa Barbara 4131
Transmitter Location.....15-17 East Haley St.
Time on the Air.....6:30 a.m. to 12:15 a.m.
Transcription Service....World Broadcasting System
Representative .....John Blair & Co.

Personnel

President.....Thomas S. Lee
Manager.....Lewis Allen Weiss
Station Manager.....Fin Hollinger

Program Director.....Fin Hollinger
Publicity Director.....Elizabeth Goddard
Chief Engineer.....Forrest Choate

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KIST

SANTA BARBARA—EST. 1946

NATIONAL BROADCASTING COMPANY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Harry C. Butcher
Address.....Benjamin Franklin Bldg.
Phone Number 4000
Transmitter Location..Benjamin Franklin Bldg.
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Associated, Capitol
Representative....Joseph Hershey McGillvra, Inc.
Membership .....NAB

Personnel

Owner.....Harry C. Butcher
Gen. Mgr.-Station Mgr.....Fox Case
Sales Promotion Manager.....Harold C. Pike
Chief Engineer.....William J. Pickering

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KTMS

SANTA BARBARA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1250 Kc. .....Power: 1000 Watts
Owned-Operated By....News-Press Publishing Co., Inc.
Address .....De LaGuerra Plaza
Phone Number..... 6111
Transmitter Location.....Goleta, Calif.
Time on the Air.....6:30 a.m. to 12 midnight; 16 Hours, Sun.
Newspaper Affiliation.....Santa Barbara News-Press, Santa Maria Courier
News Service.....AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer Co.
Membership .....NAB, BMB

Personnel

President.....T. M. Storke
General Manager.....Charles A. Storke

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KCOY*

SANTA MARIA

Frequency: 1400 Kc.....Power: 250 Watts
Licensee.....News Press Pub. Co.

*C.P.

KSMA

SANTA MARIA—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Operated By.....Hugh G. Shurtliff
Address.....Post Office Box 407
Phone Number 24
Transmitter Location...One Mile No. of Santa Maria
Representative.....Homer Griffith Co.

Personnel

Manager.....Verne L. Charles
Commercial Manager.....Ken Randolph

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KSRO

SANTA ROSA—EST. 1938

Frequency: 1350 Kc. .....Power: 1000 Watts
Owned-Operated By.....Ruth W. Finley
Address.....425 Mendocino Ave.
Phone Number 110-1
Transmitter Location Fresno and Finley Aves.
Time on the Air.....6:00 a.m. to 10:00 p.m.
News Service.....UP, AP
Transcription Service:
World Broadcasting System; Standard and Cole
Representative.....W. S. Grant Co., Inc.
Membership .....NAB

Personnel

Station Manager.....Eddie Handley
Program Director.....Jack Murphy

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KGDM

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Address.....519 E. Market St.
Phone Number.....4-4551
Transmitter Location..S.E. 3 miles on 99 hiway
Time on the Air.....6:00 a.m. to 12 midnight
News Service..... INS
Transcription Service....World Broadcasting System
Representative.....John Blair & Co.
Membership .....NAB

Personnel

Owner-General Manager.....E. F. Peffer
Manager..... E. Smith
Program Director.....M. Dinsmore
Production Manager.....E. Flower
Chief Announcer.....W. Ramsey
Chief Engineer.....M. B. Greene

K W G

STOCKTON—EST. 1921

AMERICAN BROADCASTING CO.
McCLATCHY BEELINE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McClatchy Broadcasting Co.
Address ..... Hotel Wolf
Phone Number 2-2727
Transmitter Location .....Weber & E Sts.
Time on the Air.....6 a.m. to 12 midnight; Sunday, 7 a.m. to 12 midnight
Newspaper Affiliation: McClatchy Newspapers
News Service.....UP, AP
Transcription Service.....Capitol, MacGregor, SESAC
Representative .....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station & Sales Manager....Howard L. Bailey
Chief Engineer.....Russell Bennett

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K C O K

TULARE—EST. 1945

MUTUAL—DON LEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Herman Anderson
Address.....P. O. Box 119
Phone Number 800
Transmitter Location.....Mooney Blvd.
Time on the Air.....5 a.m. to 12 midnight;
News Service .....UP
Transcription Service.....Associated, Standard
Representative.....Homer Griffith Co., Inc.
Membership.....NAB, BMB

Personnel

Chief Executive.....Herman Anderson
Gen. Mgr.-Station Mgr.....Sheldon Anderson
Commercial Manager.....Dick Wegener
Program Director.....Harold Sparks
Record M.C.....Jimmie Morrison

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K K I N

VISALIA—EST. 1946

SAN JOAQUIN VALLEY NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....D. O. Kinnie
Address .....119 E. Acequia St.
Phone Number 1650
Transcription Location..One mile N. of Visalia
Time on the Air.....6:00 a.m. to 12 midnight
News Service .....UP
Transcription Service..Capitol, C. P. McGregor
Representative .....Forjoe & Co.

Personnel

President-Owner.....D. O. Kinnie
General Manager, Station Manager, Promotion Manager.....Stanley S. Simpson
Commercial Manager.....Byron Corwin
Chief Engineer.....Kenneth Aitken
Record MC .....Bob Lewis

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K T K C

VISALIA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 940 Kc.....Power: 5,000 Watts
Owned-Operated By..Tulare-Kings Counties Radio Associates
Business Address.....Post Office Box 511
Phone Number 575
Studio Address.....Hotel Fresno, Fresno, Calif. Box 511, Visalia, Calif.
Transmitter Location....1¾ miles southwest of Visalia, California
Time on the Air.....18 hours daily
News Service .....AP
Transcription Service.....World Broadcasting System, Standard
Representatives: Wm. Grant Co. (Pacific Coast); William G. Rambeau Co.

Personnel

Station Manager.....Chas. P. Scott
Sales Manager.....Milliard Kibbe
Sales Promotion Manager.....Charles Niete

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K H U B

WATSONVILLE—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Luther E. Gibson
Address .....P.O. Box 349
Phone Number 1700-1
Transmitter Location.....Radio Lane
Time on the Air.....6:30 a.m. to 11:00 p.m.
News Service .....AP
Transcription Service ....World Broadcasting
Representative.....W. S. Grant Co., Inc.
Membership.....NAB, BMB

Personnel

President.....Luther E. Gibson
Station Manager.....Roger R. Hunt
Chief Engineer.....George Kenville
Record MC.....Don DeWald

COLORADO

Estimated Population 1,161,721—Radio Homes 305,605
Stations in State 19

KGIW

ALAMOSA—EST. 1929

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... E. L. Allen
Address ..... Alamosa
Phone Number 26
Transmitter Location .....East Alamosa
Time on the Air.....7:00 a.m. to 9:30 p.m.
News Service .....UP
Transcription Service .....Keystone

Personnel

Owner .....E. L. Allen
Sales Manager.....Lloyd Allen
Program Director.....Kay Allen
Chief Engineer.....George H. Kettle

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KBOL

BOULDER—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....J. Herbert Hollister
Address.....1617 Pearl Street
Transmitter Location.....28th and Pearl

Personnel

Owner.....J. Herbert Hollister
General Manager-Station Manager..Jack Todd

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KRDO

COLORADO SPRINGS—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Pikes Peak Broadcasting Co.
Business Address.....Alta Vista Hotel
Phone Number.....Main 1125
Transmitter Location.....Alta Vista Hotel
Time on the Air.....Unlimited
News Service .....AP
Transcription Service .....Standard
Membership .....NAB

Personnel

President-Owner-Manager .....Joe Rohrer
Commercial Manager.....Cecil Seavey
Program Director.....Mildred Fuller
Publicity Director.....Jean Gitz
Musical Director.....Jean Gitz
Chief Engineer.....Charlie Eining

KVOR

COLORADO SPRINGS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Outwest Broadcasting Company
Address.....Exchange National Bank Bldg.
Phone Number..... Main 278
Transmitter Location....2803 E. Platte Avenue
Time on the Air: 6:30 a.m. to 11:30 p.m.; Saturdays, 6:30 to 12 midnight
Newspaper Affiliation .....Oklahoma Publishing Co.
News Service .....AP
Transcription Service.....World Library
National Sales Office.....Katz Agency

Personnel

President .....E. K. Gaylord
Station Manager.....Everett Shupe
Program Director.....Conrad M. Brown
Chief Engineer.....H. C. Strang

For the
best interpretive
news . . .
AP

KFEL

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By .....Eugene P. O'Fallon, Inc.
Address ..... Albany Hotel
Phone Number .....KEystone 0178
Transmitter Location ...5350 West 20th Ave.
Time on the Air.....24 Hours Daily
News Service..AP, Chicago Daily News & INS
Transcription Service.....Standard Radio and Associated Record, SESAC, Cole
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President-General Manager....Gene O'Fallon
Director .....Frank Bishop
Sales Manager.....Mark Crandall
Sales Promotion.....Don McCaig
Production Manager.....Paul Godt
Publicity Director.....Don McCaig
Chief Announcer..... Norman Teska
Program Director.....Paul Godt
Chief Engineer.....Tom Atherstone
Musical Director.....Paul Godt
Record M.C.....Ray Perkins

KLZ

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....KLZ Broadcasting Company, Inc.
Address .....Shirley Savoy Hotel
Phone Number .....Main 4271
Transmitter Location.....South Franklin at Hampden, Englewood, Colo.
Time on the Air.....6:00 a.m. to 12:15 a.m.
News Service.....INS, AP
Transcription Service .....Standard, C. P. MacGregor, M. M. Cole
Representative .....The Katz Agency

Personnel

President .....E. K. Gaylord
Station Manager .....Hugh B. Terry
Promotion-Publicity Manager..E. Lee Fowdren
Chief Engineer.....Harvey Wehrman



K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By..KMYR Broadcasting Co.
Address.....1626 Stout Street
Phone Number..... Main 4161
Transmitter Location.....1626 Stout Street
Time on the Air.....6:00 a.m. to 1:30 a.m.
News Service.....UP and AP
Transcription Service....World, Capitol, M. M. Cole
Representative.....William G. Rambeau
Membership.....NAB, BMB

Personnel

General Manager.....F. W. Meyer
Station Manager.....A. G. Meyer
Sales Manager.....Ben Bezoff
Sales Pro. Mgr.-Publicity Dir.....E. H. Meyer
Program Director.....Dolores Plested
Production Manager.....Lowell Switzer
Chief Announcer.....Bill Butterfield
Musical Director.....Wilma Lundy
Chief Engineer.....Glen James

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc. .....Power: 50,000 Watts
Owned-Operated By...National Broadcasting Company
Address .....1625 California Street
Phone Number.....Main 6211
Transmitter Location.....Aurora, Colorado
Time on the Air....5:55 a.m. to 12:45 a.m., Monday through Saturday; Sign-on Sunday 6:30 a.m.
News Service .....AP; INS; UP
Transcription Service.....NBC Thesaurus, Standard
National Sales Office....NBC, New York City
Representative.....NBC Spot Sales
Membership.....NAB, BMB

Personnel

President.....Niles Trammell
General Mgr.-Station Mgr.....Lloyd E. Yoder
Sales Manager.....James R. MacPherson
Sales Promotion Manager.....Randy F. Smith
Program Director.....Clarence C. Moore
Production Manager.....Earle Ferguson
Publicity Director.....William B. Ballance
Chief Announcer.....Bob Young
Musical Director.....Milton Shrednik
Chief Engineer.....Robert H. Owen

K P O F*

DENVER—EST. 1928

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Pillar of Fire
Address.....1845 Champa Street
Phone Number..... Tabor 3733
Time on the Air.....Shares Time
Representative.....L. S. Wolfgang
Membership .....NAB

Personnel

President.....Arthur K. White
General Manager.....Ray B. White
Station Managers.....Kathleen M. White, Wesley O. Tomlin
Program Director.....Kathleen White
Chief Engineer.....Paul Schissler
Record M.C.....Theodore Volz

*(Non-Commercial Station)

K V O D

DENVER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By: Colorado Radio Corp.
Address.....Midland Savings Bldg.
Phone Number.....TAbor 2291
Transmitter Location .....North of Denver
Time on the Air....5:30 a.m. to 12 midnight; Sunday: 7:00 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Associated Music Publishers; Lang-Worth; Cole
Representative.Joseph Hershey McGillvra, Inc.
Membership.....NAB, BMB

Personnel

President.....Wm. D. Pyle
Station Manager.....T. C. Ekrem
Sales Manager.....Con Hecker
Chief Engineer.....W. D. Pyle

K I U P

DURANGO—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. .....Power: 250 Watts
Owned-Operated By..San Juan Broadcasting Co.
Address .....2800 Main Ave.
Phone Number..... 117
Transmitter Location.....2800 Main Ave.
Time on the Air.....7:00 a.m. to 10:00 p.m.
News Service .....UP
Transcription Service..Keystone Broadcasting System, SESAC, Spot Sales
Representatives...Thomas F. Clark Co., Inc. (East); Homer Griffith Co., Inc. (West)
Membership .....BMB

Personnel

Station Manager.....Raymond M. Beckner
Chief Engineer.....John L. Antic

KCOL

FT. COLLINS—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...The Northern Colorado Broadcasting Co.
Business Address.....Armstrong Hotel
Phone Number 812
Transmitter Location.....1600 La Porte Ave.
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP
Transcription Service .....Standard
Representative .....Homer Griffith
Membership .....NAB

Personnel

Partners.....Douglas D. Kahle, John L. Hitchcock, Wilbur Rocchio, Warren Brainard
General Manager.....Douglas D. Kahle
Station Manager.....Douglas D. Kahle
Commercial Manager.....Marvin Griswold
Sales Manager.....John L. Hitchcock
Program Director.....John L. Hitchcock
Publicity Director.....John L. Hitchcock
Chief Engineer.....Douglas D. Kahle

KGHF

PUEBLO—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 1350 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By...Colorado Broadcasting Co., Inc.
Owned-Operated By.....Curtis P. Ritchie
Address.....P.O. Box 293
Phone Number 3877
Studio Address.....304 North Main
Transmitter Location: 3 miles south on Highway 87
Time on the Air..6:00 a.m.-12 midnight daily; 7 a.m.-12 midnight Sundays
News Service .....UP
Transcription Service.... World Broadcasting System, SESAC, Cole
Representative.....Joseph H. McGillvra, Inc.
Membership.....NAB, BMB

Personnel

President-Gen. Mgr.-Station Mgr....Gifford S. Phillips
Sales Manager.....Maxson I. Bevens
Program Director.....Clifford Hendrix
Publicity Director.....Ludlow Flower
Chief Announcer.....William W. Bruce
Chief Engineer.....Willis C. Shanks

KGEK

STERLING—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts d., 100 n.
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Road
Phone Number 679
Transmitter Location.....Fleming Road
Time on the Air.....11:30 a.m. to 1:30 p.m.
News Service.....Transradio
Representative.....Thomas F. Clark Co., Inc.

Personnel

Owner-Gen. Mgr.-Station Mgr.Elmer G. Beehler

KCRT

TRINIDAD—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. L. Corley
Address.....South Country Club Drive
Phone Number.....338
Transmitter Location.South Country Club Drive
Time on the Air.....7:00 a.m. to 10:00 p.m.
News Service.....UP
Transcription Service.....Standard, SESAC, Keystone, BMI

Personnel

President-Owner-Gen. Mgr.....H. L. Corley
Publicity Director.....John M. O'Connor
Chief Engineer.....H. L. Corley

KSFT

TRINIDAD—EST. 1946

ABC—SOUTHERN COLO. NET

Frequency: 1280 Kc....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By....Trinidad Broadcasting Corp.
Address.....First Nat'l Bank Bldg.
Phone Number.....414-5-6
Transmitter Location.....U. S. Highway 350
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service..NBC Thesaurus, Capitol
National Sales Office...Taylor-Howe-Snowden

Personnel

President-Gen. Mgr.....Stanley N. Schultz
Station Manager.....Ernest Mark
Sales Manager.....John Gann
Sales Promotion Manager.....Robert Dibble
Program Director.....William Grive
Musical Director.....Leno Cimimo
Chief Engineer.....Lloyd Wilson
Record M.C.....George Scott

KFXJ

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc...Power: 1000 d.; 500 n.
Owned-Operated By ..Western Slope Broadcasting Co.
Address.....Hillcrest Manor, P. O. Box 30
Phone Number.....Grand Junction 1300-1

Transmitter Location.....Hillcrest Manor
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service....World Broadcasting System, Standard and SESAC
Representative.....Homer Griffith Co.
Membership.....NAB, BMB

Personnel

President-Gen. Mgr.-Station & Sales Mgr...Rex Howell
Sales Auditor.....Chas. Howell
Sales Pro. Mgr.-Program Dir....Mildred Fuller
Publicity Director.....Rosa Lee Samuels
Chief Announcer.....Jack Lund
Musical Director.....Paul Reed
Chief Engineer.....Chas. Hay
Record M.C.....Don Roberts

K F K A

GREELEY—EST. 1921

Frequency: 910 Kc.....Power: 1000 Watts
Owned.....Mid-Western Radio Corp
Address.....620 - 8th Ave.
Phone Number.....Greeley 450-451
Transmitter Location.N. 11th Ave., Highway 85
Time on Air.....Shares Time
News Service .....UP
Transcription Service.....Lang-Worth, Cole
Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Mgr.....Francis A. Price
Managing Director.....H. E. Green
Program Director.....Donald R. Boyce
Chief Engineer.....Ray E. Smith
Record M.C.....A. L. Gentry

K O K O

LA JUNTA—EST. 1937

KEYSTONE BROADCASTING SYSTEM
SOUTHERN COLORADO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned & Operated By.....The Southwest Broadcasting Co.
Business Address.....P. O. Box 485
Transmitter Location...4 miles W. of La Junta on U. S. Highway No. 50
Time on the Air.....7:15 a.m. to 3:00 p.m.; 5:30 p.m. to 10:00 p.m.
Phone Number 42
News Service .....UP
Transcription Service .....Keystone
Transcription Service....Keystone Broadcasting System, Standard Radio, SESAC
Representative....Thomas F. Clark Co., Gene Grant & Co.

Personnel

Sec.-Treas.-Mgr.....Leonard E. Wilson
Sales Manager.....Margaret Johnson
Program Director.....Boyd W. Young
Production Mgr.-Chief Announcer....James N. Johnson
Chief Engineer.....Will M. Thomas

For the *best* in business and financial news . . .

AP

IF IT'S EDELWEISS YOU WANT...

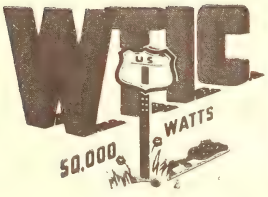
Use an Alpenstock in the Alps!



IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.



DIRECT ROUTE TO SALES IN *Southern New England*

The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY - New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

CONNECTICUT

Estimated Population 1,939,956—Radio Homes 517,286
Stations in State 15

WICC

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc...Power: 1000 d.; 500 n.
Owned-Operated by ....The Yankee Network, Inc.
Address.....21 Brookline Ave.
Phone Number.....Commonwealth 0800
Studio Address.....144 Golden Hill St.
Transmitter Location.....Pleasure Beach, Bridgeport
Time on the Air.....6 a.m. to 2 a.m.
News Service .....AP
Transcription Service....Associated; Standard Radio, SESAC
Representative....Edward Petry & Co., Inc.
Membership .....NAB

Personnel

General Manager.....Joseph T. Lopez
Sales Manager.....Norman Whittaker
Program Dir.-Publicity Dir..Florence Robinson
Chief Announcer.....Louis La Haye
Musical Director.....Louis Capucci
Chief Engineer.....George Keich

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WNAB

BRIDGEPORT—EST. 1941

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By.....Harold Thomas
Address.....991 Broad Street
Phone Number 3-3112
Transmitter Location ....Locomobile Point—(Inner Harbor)
Time on the Air: 7:00 a.m. to midnight; Sundays, 9 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....William G. Rambeau Co.
Membership.....NAB, BMB

Personnel

Owner.....Harold Thomas
Gen. Mgr.-Station Mgr.-Sales Mgr....Fullerton T. McGough
Sales Promotion Manager..Thomas R. Cox, Jr.
Program Dir.-Publicity Dir.....Jack Dahlby
Production Mgr.-Chief Ann.....Harry Osborne
Chief Engineer.....Vincent DeLaurentis

WDRC

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WDRC, Inc.
Address .....750 Main St.
Phone Number..... 7-1188-9
Transmitter Location.....839 Blue Hills Ave., Bloomfield, Conn.
Time on the Air: 6:45 a.m.-12:05 a.m. weekdays; 8 a.m.-12:05 a.m. Sundays
News Service.....AP & UP
Representative.....Paul H. Raymer Co.
Membership.....NAB, BMB

Personnel

Station Manager.....Walter B. Haase
Sales Manager.....William F. Malo
Program Director.....Harvey Olson
Production Manager.....Robert Provan
Publicity Director.....Jack Zaiman
Musical Director.....Otto Neubauer
Chief Engineer.....Italo A. Martino

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WONS*

HARTFORD—EST. 1935

MUTUAL, YANKEE

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By....The Yankee Network
Address.....54 Pratt St.
Phone Number.....7-9131
Transmitter Location.....Newington, Conn.
Time on the Air.....6:00 a.m. to 1:00 a.m.; Sunday: 8:00 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service....Associated, Standard
Representative.....Edward Petry & Co., Inc.
Membership.....NAB, BMB

Personnel

Chief Executive.....William O'Neil
Chairman of the Board....John Shepard, 3rd
Station Manager.....Ralph D. Kanna
Sales Manager .....Linus Travers
Program Director.....Jack Lacy
Musical Director.....Morris Sechtman
Chief Engineer.....Rogers Holt

**Formerly WHTD*

WTHT

HARTFORD—EST. 1936

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By....Hartford Times, Inc.
Address.....555 Asylum St.
Phone Number 2-0237
Transmitter Location.....555 Asylum St.
Time on the Air.....6:30 a.m. to midnight; Sunday, 8a.m. to midnight
Newspaper Affiliation.....Hartford Times
News Service..... AP
Transcription Service.....Lang-Worth Standard
Representative.....J. P. McKinney & Son

Personnel

Station Manager.....C. Glover DeLaney
Commercial Manager..Leonard R. Schoenfeld
Sales Promotion Manager.....John S. Lloyd
Program Director-
Production Manager.....F. E. Bieber
Musical Director.....Charlotte Anderson
Chief Engineer.....Charles S. Masini
Record m.c's.....Joseph W. Girand, Mitchell C. Betters

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WTIC

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By....The Travelers Broadcasting Service Corporation
Address.....26 Grove Street
Phone Number.....2-3181
Transmitter Location.....Avon, Connecticut
Time on the Air.....5:25 a.m. to 1 a.m. Sundays, 8 a.m. to 1 a.m.
News Service .....AP; INS; Transradio
Transcription Service.....Lang-Worth, NBC, Thesaurus, B.M.I.
Representative ..... Weed & Company
Membership.....NAB, BMB

Personnel

Vice-Pres.-General Mgr.-Station. Mgr..Paul W. Morency
Assistant General Manager....Walter Johnson
Sales Promotion Manager.....P. W. Morency
Program Manager.....Leonard J. Patricelli
Production Manager.....George Bowe
Publicity Director.....James F. Clancy
Chief Announcer.....Philip Becker
Musical Director.....Moshe Paranov
Plant Manager.....H. D. Taylor

WKNB

NEW BRITAIN—EST. 1946

Frequency: 840 Kc.....Power: 1000 Watts, d. only
Owned-Operated By.....The New Britain Broadcasting Co.
Address.....213 Main St.
Phone Number.....702
Transmitter Location.....1056 Willard Ave., Newington, Conn.
Time on the Air.....Sunrise to sunset (local)
News Service.....AP
Transcription Service....Capitol, World, BMI
Representative.....Adam J. Young, Jr., Inc.
Membership .....NAB

Personnel

President .....Julian Gross
Station Mgr.-Sales Mgr....Walter M. Windsor
Secretary.....William H. Ray
Program Director.....David Scott
Publicity Director.....Hal Graves
Musical Director.....Al DeCaro
Chief Engineer.....William R. Atkinson

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WELI

NEW HAVEN—EST. 1935

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK

Frequency: 960 Kc...Power: 1,000 d.; 500 n.
Owned-Operated By..Conn. Radio Foundation, Inc.
Address .....221 Orange Street
Phone Number.....8-1133
Transmitter Location.....Hamden, Conn.
Time on the Air.....Unlimited
News Service..... UP
Transcription Service.....World Broadcasting System Library
Representative .....Headley-Reed Co.
Membership .....BMB

Personnel

President.....H. C. Wilder
General Mgr.-Station Mgr...Richard W. Davis
Sales Manager.....Edwin H. Schweitzer
Program Director.....Charles H. Wright
Publicity Director.....Rudy Frank
Chief Engineer.....Fred King
Record M.C.....Clive Dill

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WNHC

NEW HAVEN—1944

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Elm City Broadcasting Corp.

Business Address.....1110 Chapel Street
Phone Number 8-3151
Transmitter Location.....350 Kimberly Ave.
Representative.....Wm. G. Rambeau Co.
News Service .....AP
Transcription Service .....Standard
Time on the Air.....7:00 a.m. to 12:05 a.m.
Representative....William G. Rambeau Co.; Bertha Bannan (in New England only)
Membership.....NAB, BMB

Personnel

President.....Patrick J. Goode
General Mgr.-Station Mgr.....James T. Milne
Sales Manager.....Aldo DeDominicis
Sales Promotion Manager...Vincent Callanan
Program Director.....David K. Harris
Musical Director.....James Morgan
Chief Engineer.....Vincent DeLaurentis

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W N L C

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE NETWORK & CONNECTICUT STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.The Thames Broadcasting Corporation
Address.....Mohican Hotel, 281 State Street
Phone Number .....New London 4900
Transmitter Location.....Winthrop Point, E. New London
Time on the Air.....7:30 a.m. to 12 midnight
News Service .....AP
Representative.....Edward F. Darrell

Personnel

President-Gen. Mgr.-Station Mgr....Gerald J. Morey
Sales Manager.....Edward F. Darrell
Sales Promotion Manager.....Leo B. Keegan
Musical Director.....Leslie Morson
Chief Engineer.....Gerald J. Morey

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W N O C

NORWICH—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Norwich Broadcasting Co.
Address.....91 Main St.
Phone Number.....3325
Transmitter Location.....Thamesville, New London Turnpike
Time on the Air..7:00 a.m. to 11:00 p.m.; Sunday: 8:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service.....Keystone
National Sales Office..Howard H. Wilson Co.

Personnel

General Managers.....J. Eric Williams, H. Ross Perkins
Sales Promotion Manager..Richard Landsman
Musical Director.....Henry Sennet
Chief Engineer.....Joseph Seilski

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W S T C

STAMFORD—EST. 1941

AMERICAN BROADCASTING CO. CONNECTICUT STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Western Conn. Broadcasting Co.
Address .....270 Atlantic St.
Phone Number 4-7575
Transmitter Location ....Lindstrom Rd., Shippan Point
Time on the Air....6:00 a.m. to 12:05 a.m.; Sunday: 9:00 a.m. to 12:05 a.m.
Transcription Service....World Broad. System
Representatives..Bertha Bannan, Helen Wood
Membership.....NAB, BMB

Personnel

President.....Kingsley Gillespie
General Mgr.-Station Mgr....Harold H. Meyer
Sales Mgr.-Musical Dir.....Wharton Ford
Program Director.....Fred Daiger

WSTC

STAMFORD, CONNECTICUT

Ask Anyone!

Publicity Director.....D. Hay
Chief Announcer.....Don Rustici
Chief Engineer.....Edward L. Markman

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W A T R

WATERBURY—EST. 1934

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK

Frequency: 1320 Kc. .....Power: 1000 Watts
Owned-Operated By.....Harold Thomas
Address.....71 Grand St.
Phone Number..... 3-5161
Transmitter Location.....Baldwin Avenue
Time on the Air.....7:00 a.m. to 12 midnight
News Service .....Transradio
Representative.....Wm. G. Rambeau Co.
Membership.....NAB, BMB

Personnel

Owner-General Manager.....Harold Thomas
Station Manager-Commercial Mgr..S. R. Elman
Sales Promotion Manager.....Thomas R. Cox
Program Dir.-Production Mgr.-Chief Ann..Edmund Waller
Publicity Director.....Jean Greenblatt
Musical Director.....Edith Sacco
Chief Engineer.....Norman R. Blake
Record M.C.....Jean Vallin

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W B R Y

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.....Power: 5000 Watts;
Owned-Operated By.....American Republican, Inc.
Business Address.....61 Leavenworth St.
Studio Address.....136 Grand St.
Phone Number.....3-1125
Transmitter Location.....Boyden Street
Time on the Air.....17 hours daily
Newspaper Affiliation.....Waterbury American; Waterbury Republican
News Service ..... AP
Transcription Service.....WBS
Representative ...Joseph Hershey McGillvra
Membership.....NAB, BMB

Personnel

President.....W. J. Pape
General Manager.....James H. Darcey
Station Manager.....Eric Pape
Commercial Manager.....Harry A. DeVorken
Sales Promotion Mgr.....Wilder J. Greeley
Program Director.....Walter Howard
Publicity Director.....E. Christy Erk
Chief Announcer.....Jimmy Parker
Chief Engineer.....Frank B. Hales
Record M.C.....Jimmy Parker

W W C O

WATERBURY—EST. 1946

MUTUAL—YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Mitchell G. Meyers, Ruben E. Aronheim, Milton Meyers
Address.....119 W. Main St.
Phone Number.....4-5141
Transmitter Location.....Thomaston Ave.
Timer on the Air....6:30 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Haudard
Representative.....Edward Petry & Co.
Membership.....NAB, BMB

Personnel

General Manager.....Mitchell G. Meyers
Station Manager.....Milton H. Meyers
Commercial Manager.....Mort Silverman
Sales Promotion Manager.....Al DeGoia
Chief Announcer.....Al Vestro
Musical Director.....Jerry Arthur
Chief Engineer.....Louis Stady
Record M.C.....Daird Lee

For the
best interpretive
news . . .
AP

DELAWARE

Estimated Population 302,168—Radio Homes 77,034
Stations in State 2

WDEL

WILMINGTON—EST. 1922

NBC
MASON-DIXON GROUP

Frequency: 1150 Kc. .....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Address.....10th & King Sts.
Phone Number..... 7268
Transmitter Location..35th St. & Bellevue Ave.
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service....NBC Thesaurus, WBS
Representative.....Radio Adv. Co.
Membership.....NAB, BMB

Personnel

Chief Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Director.....Harvey Smith
Chief Engineer.....J. E. Mathiot

WILM

WILMINGTON—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By Delaware Broadcasting Co.
Address .....920 King St.
Phone Number.....Wilmington 4-7771
Transmitter Location....Governor Prinze Blvd.
Time on the Air.....6 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGilvra
Membership.....NAB, BMB

Personnel

President.....Alfred G. Hill
General Mgr.-Station Mgr...Geo. L. Sutherland
Sales or Commercial Mgr...Chauncy Eanes, Sr.
Sales Promotion Mgr.....James Finucune
Musical Director.....George Kelly
Chief Engineer.....Edwin Kennedy
Record MC.. .....Del Parks



DISTRICT OF COLUMBIA

Estimated Population 914,120—Radio Homes 242,212
Stations in District 7

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. .....Power: 250 Watts
Owned- Operated By..WINX Broadcasting Co.
Address ..... 8th & Eye Sts., N.W.
Phone Number.....Republic 8000
Transmitter Location.....8th & Eye Sts., N.W.
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00 a.m. to 1:00 a.m. Sun.
Newspaper Affiliation.....Washington Post
News Service.....INS, AP, UP
Transcription Service.....Standard Radio, Langworth and Associated, World
Representative .....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....Phillip Graham
Station Manager.....R. C. O'Donnell
Sales Manager.....L. C. Sweatt
Program Director.....Richard C. McNamara
Publicity Director.....Ralph Dubrowin
Musical Director.....Paul Hume
Chief Engineer.....Ralph E. Cannon, Jr.

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WMAL

WASHINGTON, D. C.—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 630 Kc.....Power: 5000 Watts
Owned & Operated By.....The Evening Star Broadcasting Co.
Address .....724-14th St., N.W.
Phone Number.....National 5400
Transmitter Location.....Green Tree Road, Bethesda, Md.
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation..Washington Evening Star
News Service.....AP, UP
Transcription Service.....Standard Radio, Associated, Langworth
National Sales Office.....ABC Spot Sales
Membership.....NAB, BMB

Personnel

President.....S. H. Kauffmann
General Manager.....K. H. Berkeley
Sales Manager.....Ben B. Baylor, Jr.
Sales Promotion Manager..William R. Willison
Program Director.....Gordon Hubbel
Publicity Director.....Tom Dolan
Chief Engineer.....Daniel Hunter
Record MC.....James Gibbons

WOL

WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Broadcasting Company
Address .....1627 K Street, N.W.
Phone Number .....Metropolitan 0010
Transmitter Location...Brookville Road, Silver Springs, Md.
Time on the Air.....6:00 a.m. to 1:00 a.m.; Sunday: 7:30 a.m. to 1:00 a.m.
Newspaper Affiliation....Des Moines Register & Tribune, Minneapolis Star & Journal
News Service.....UP, AP
Transcription Service....Press Assoc., Wash. City News Wire, Standard Radio, Associated
National Sales Office..Cowles Broadcasting Co.
Representative.....The Katz Agency, Inc.
Membership.....NAB, BMB

Personnel

President .....Gardner Cowles
Board Chairman.....John Cowles
General Mgr.-Station Mgr.....Merle S. Jones
Sales Manager.....William D. Murdock
Sales Promotion and Merchandising Manager .....Tom Means
Program Director.....Arthur Casey
Production Manager.....Hollis Seavey
Publicity Director.....Lou Brott
Musical Director.....Charles Keaton
Chief Engineer.....Harold Reed

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WQQW

WASHINGTON, D. C.—EST. 1946

Frequency: 570 Kc...Power: 500 Watts d. only
Owned-Operated By.....Metropolitan Broadcasting Corp.
Address.....2627 Conn. Ave., N.W.
Phone Number.....Columbia 6331
Transmitter Location.....Falls Church, Va.
Time on the Air.....Sunrise to sunset (local)
News Service.....AP
Membership .....NAB

Personnel

General Mgr.-Station Mgr...Edward M. Brecher
Sales Manager.....Martin Schadi
Musical Director.....Pierson Underwood
Chief Engineer.....Robert Martin

WRC

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By ..National Broadcasting Company
Address .....724 - 14th St., N. W.
Phone Number.....Republic 4000
Transmitter Location...Ager Rd., Bethesda, Md.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .....AP; INS; UP
Transcription Service.....NBC Thesaurus, Associated, Standard
Representative ....National Broadcasting Co.
Membership .....NAB

Personnel

President .....Niles Trammell
Vice-President .....Frank M. Russell
General Manager.....Carleton D. Smith
Sales Manager.....Mahlon A. Glascock
Sales Promotion Manager....James W. Seiler
Chief Engineer.....A. E. Johnson
Record MC.....Bill Herson

WWDC

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc. Power: 250 (250 w. booster)
Address .....1000 Connecticut Ave.
Phone Number .....National 7203
Transmitter Location.....61 Pierce St., N.E.
Time on the Air.....24 hours daily;
News Service.....AP, UP
Transcription Service.....Standard, Capitol, NBC Thesaurus
Representative.....Forjoe & Co.
Membership.....NAB, BMB

Personnel

President .....Joseph Katz
General Mgr.-Station Mgr.....Ben Strouse
Sales Manager.....Helen Mobberley
Program Director.....Norman Reed
Production Manager.....Ira Walsh
Publicity Director.....Rick LaFalce
Musical Director.....Leonard Friendly
Chief Engineer.....Ross Beville

WTOP

WASHINGTON, D. C.—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. ....Power: 50,000 Watts
Owned-Operated By..Columbia Broadcasting System
Address .....Earle Bldg.
Phone Number.....Metropolitan 3200
Transmitter Location.....Wheaton, Md.
Time on the Air:.....5:30 a.m. to 1:05 a.m.; Sundays, 7:30 a.m. to 1:05 a.m.
News Service.....AP, UP, Wash. City News Service
Transcription Service.....World Broadcasting System, Langworth
Representative .....Radio Sales
Membership.....NAB, BMB

Personnel

Vice-Pres. Washington Office (CBS) .....Earl H. Gammons
General Manager.....Carl J. Burkland
Sales Manager.....Maurice Mitchell
Program Manager.....Richard Linkroum
Production Manager.....Roy Passman
Chief Washington Correspondent and Director CBS Washington News Bureau .....Eric Sevareid
Chief Engineer.....Clyde Hunt

Our listeners got a 50 million dollar raise this year

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WWDC

Washington's entertainment station

COMING SOON—WWDC • FM

Represented Nationally by Forjoe & Company

FLORIDA

Estimated Population 2,241,944—Radio Homes 504,710
Stations in State 37

WDHL

BRADENTON—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Manatee Broadcasting Co., Inc.
Address.....Municipal Pier
Phone Number 35-531
Transmitter Location.....Municipal Pier
Time on the Air.....7:00 a.m. to 10:30 p.m.
News Service .....AP
Transcription Service.....Standard

Personnel

President-Sales Mgr.....N. A. Perry
General Mgr.-Station Mgr.-Chief Engineer.....Joe E. Foster
Sales Promotion Manager..Geo. S. Wehrman

WMFJ

DAYTONA BEACH—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Address .....126½ Magnolia Ave.
Phone Number 91-2
Transmitter Location ....126½ Magnolia Ave.
Time on the Air.....17½ hours daily
News Service .....AP
Membership.....NAB, BMB

Personnel

Owner.....W. Wright Esch
General Manager.....Billee B. Esch
Station Manager.....Ray Clancy
Sales-Commercial Manager.....John S. Pitts
Chief Engineer.....W. Wright Esch

WMFJ

DAYTONA BEACH, FLORIDA

WFTL

FORT LAUDERDALE—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Fort Lauderdale Broadcasting Co.
Address.....P.O. Box 187
Phone Number.....3890
Transmitter Location.....S.E. 15th St. at Inland Waterway
Time on the Air.....6:45 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service.....Associated Libraries

Personnel

Owner-Chief Executive.....Gene T. Dyer
Vice-Pres.-Station Mgr.....Reggie Martin
Commercial Manager-Sales Promotion Manager....James McCulla
Chief Announcer.....Claude Green
Chief Engineer.....William R. Needs

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WINK

FORT MYERS—EST. 1939

COLUMBIA BROADCASTING SYSTEM
FLORIDA WEST COAST—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Fort Myers Broadcasting Co.
Business Address.....54 East First St., WINK Bldg.
Phone Number.....818 & 1153
Transmitter Location.....54 East First St., WINK Bldg.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service.....NBC Thesaurus, Keystone
Representative.....John E. Pearson
Membership.....BMB

Personnel

President-General Mgr....Ronald B. Woodyard

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WIRA

FORT PIERCE—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Broad. Co.
Address.....Fort Pierce
Phone Number.....870-1
Transmitter Location.....Orch Blvd.
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service.....Standard Radio
National Sales Office.....Thomas F. Clark
Membership.....NAB

Personnel

President-General Manager-Station Manager.....Douglas Silver
Sales Manager-Publicity Director.....J. Tom Watson, Jr.
Program Director.....Marjorie B. Silver
Production Manager..Thomas Ballard Newsom
Chief Announcer.....John Sadler
Musical Director.....Edna Nobles
Chief Engineer.....Conrad S. Clemans

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WRUF

GAINESVILLE—EST. 1928

MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK

Frequency: 850 Kc.....Power: 5,000 Watts
Owned by.....State of Florida
Operated by.....University of Florida
Address.....University of Florida
Phone Number.....1000, Ex. 267
Transmitter Location.....Campus, University
Time on the Air.....18 Hours Monday-Sat., 17 Hours on Sunday
News Service.....AP
Transcription Service.....Langworth, SESAC
Representative.....Burn-Smith Co., Inc.
Membership.....NAB, BMB

Personnel

Director.....Major Garland Powell
Commercial Manager.....Paul Acosta
Production Manager.....J. Sam Fouts
Chief Engineer.....Dr. Palmer Craig

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WFVL

HOLLYWOOD—EST. 1946

Frequency: 940 Kc...Power: 1000 Watts, d. only
Owned-Operated By....Hollywood Broad. Co.
Address.....Gt. Southern Hotel, Hollywood or Cadillac Hotel, Miami Beach, Fla.
Transmitter Location....Sunny Isles, N. Miami Beach, Fla.
Time on the Air.....6:00 a.m. to 6:00 p.m.
News Service.....AP
Transcription Service.....Langworth
Membership.....NAB

Personnel

President.....Jonas Weiland
General Mgr.-Chief Announcer..Bob Bingham
Sales Manager.....Charles Dameron
Chief Engineer.....John Newman

WJAX

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 d.; 1000 n.
Owned, Operated By..City of Jacksonville, Fla.
Address.....No. 1 Broadcast Place
Phone Number.....5-5821
Transmitter Location..Hyde Park Country Club
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus and Associated
Representative.....John Blair & Co., Harry Cummings
Membership .....BMB

Personnel

Commissioner in Charge.....Thos. C. Imeson
Station Manager and Chief Engineer.....John T. Hopkins, III
Program Director.....Evelyn Boote
Production Manager.....J. W. Douglass
Chief Announcer.....Grant Frankish
Musical Director.....Frank Morris

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WJHP

JACKSONVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
FLORIDA NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....The Metropolis Co.
Address .....500 Laura St.
Phone Number.....5-7610
Transmitter Location.....Reed and Alamo Sts.
Time on the Air.....18 Hours Daily, 16 Hours Sunday.
Newspaper Affiliation....Jacksonville Journal
News Service.....UP
Transcription Service.....Lang-Worth
Representative .....John H. Perry Associates

Personnel

Owner .....John H. Perry
Station Manager.....Ted Chapeau
Chief Engineer.....B. Hayford
Commercial Manager.....R. R. Powell
Program Manager.....George Jesse

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WMBR

JACKSONVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned, Operated By....Florida Broadcasting Company
Address.....675 Main St., So.
Phone Number 5-4387
Transmitter Location.....Vines and Mass. Ave.
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....World, Cole, Lang-Worth
Representative .....Weed & Co.
Membership.....NAB, BMB

Personnel

President-General Mgr.....Frank King
Station Manager.....Carroll Gardner
Sec.-Treas.-Sales Mgr.....Glenn Marshall, Jr.
Program Director.....Chas. M. Stone
Chief Announcer.....Larry Scarborough
Musical Director.....Roger Van Duzer
Chief Engineer.....E. B. Vordermark
Record MC.....Jack Walters

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WPDQ

JACKSONVILLE—EST. 1942

AMERICAN BROADCASTING CO.
FLORIDA-AMERICAN NETWORK

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By:
Jacksonville Broadcasting Corp.

WJAX

JACKSONVILLE, FLORIDA

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THE MUNICIPAL BROADCASTING STATION

NBC RED NETWORK

•

930 Kc.—Maximum Power 5000 Watts
Phone Jacksonville 5-5821
Representatives
John Blair & Co., New York, Chicago
Detroit and West Coast
H. E. Cummings, Southeast
Barnett Bank Bldg.
Jacksonville, Fla.
Phone 30381

Address.....Gulf Life Bldg.
Phone Number 5-6781
Transmitter Location....Seven miles west of Jacksonville on Lenox Ave.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard
Representative.....The Katz Agency, Inc.
Membership.....NAB, BMB

Personnel

President.....James R. Stockton
General Mgr.-Station Mgr.....Robert R. Feagin
Sales Manager.....Frank Taylor, Jr.
Sales Promotion Manager.....Sid Beighley
Program Director-Production Manager .....Bernie Adams
Publicity Director.....Lillian Nunn
Musical Director.....Dick Catherwood
Chief Engineer.....J. R. Donavan

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WKWF

KEY WEST—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1600 kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Address.....Spottswood Bldg.
Phone Number 510
Transmitter Location.....Stock Island
Time on the Air.....7:00 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative .....The Walker Co.
Membership.....NAB, BMB

Personnel

Owner-Station Manager-Sales Mgr.-General Mgr..John M. Spottswood
Program Director-Production Manager....John M. Spottswood
Publicity Director.....C. E. Smith, Jr.
Chief Engineer.....Fred F. Moore

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WDSR

LAKE CITY—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Deep South Radioways
Address.....126 N. Marion St.
Phone Number.....525
Transmitter Location.....One mile So. of Lake City on U.S. Highway No. 41
Time on the Air.....5:00 a.m. to 10:05 p.m.; Sunday: 8:00 a.m. to 10:05 p.m.
News Service .....AP
Transcription Service.....WBS
Membership .....NAB

Personnel

President-General Manager-Station & Sales Manager...Alfred H. Temple
Program Director-Production Manager-Musical Dir.....Edward A. Baumel
Chief Engineer.....T. Neal Kenyon

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WLAK

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.
FLORIDA WEST COAST GROUP

Frequency: 1340 Kc.....Power: 250 Watts
Owned, Operated By.....S. O. Ward
Address.....P.O. Box 1211
Phone Number.....2127
Transmitter Location.....1412 East Lime St.
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....UP
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

Owner-General Mgr.-Production Mgr.-Station Manager.....S. O. Ward
Assistant Mgr.....Bill Reeves
Sales Manager.....Powell Adams
Program Director.....Maxine Tyner
Publicity Director.....Bill Reeves
Chief Announcer.....William P. Lee
Musical Director-Record MC....George Friend
Chief Engineer.....Bill Lee

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WGBS

MIAMI—EST. 1939

AMERICAN BROADCASTING CO.
FLORIDA-AMERICAN GROUP

Frequency: 710 Kc.....Power: 10,000 Watts
Owned by.....The Fort Industry Co.
Operated by.....The Fort Industry Co.
Address.....1605 Biscayne Blvd.
Phone Number 9-2401
Transmitter Location.....10 miles
Time on the Air.....Unlimited
News Service .....AP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....The Katz Agency, Inc.
Membership.....NAB, BMB

Personnel

President.....George B. Storer
Station Manager.....Stanton P. Kettler
Sales Manager.....M. N. Babcock
Sales Promotion Manager.....Frank Jaffe
Musical Director.....Virginia Taylor

WIOD

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
Owned By.....Miami Daily News, Inc.
Operated By.....Isle of Dreams Broad. Corp.
Business Address.....600 Biscayne Blvd.
Phone Number 3-6444
Transmitter Location.....Cameo Island, North Bay Causeway
Time on the Air...Weekdays, 6:00-12:05 a.m.; Sundays, 8:00-12:05 a.m.
Newspaper Affiliation.....Miami Daily News
News Service.....AP, INS, UP
Transcription Service.....AMP, Standard
Representative....George P. Hollingbery Co.; Harry E. Cummings
Membership.....NAB, BMB

Personnel

President.....Daniel J. Mahoney
General Mgr.-Station Mgr....James M. Legate
Sales Manager.....Robert L. Fidlar
Sales Promotion Manager..Martha Henriquez
Program Director.....Warren Sinot
Musical Director.....Earle Barr Hanson
Chief Engineer.....Milton C. Scott

WQAM

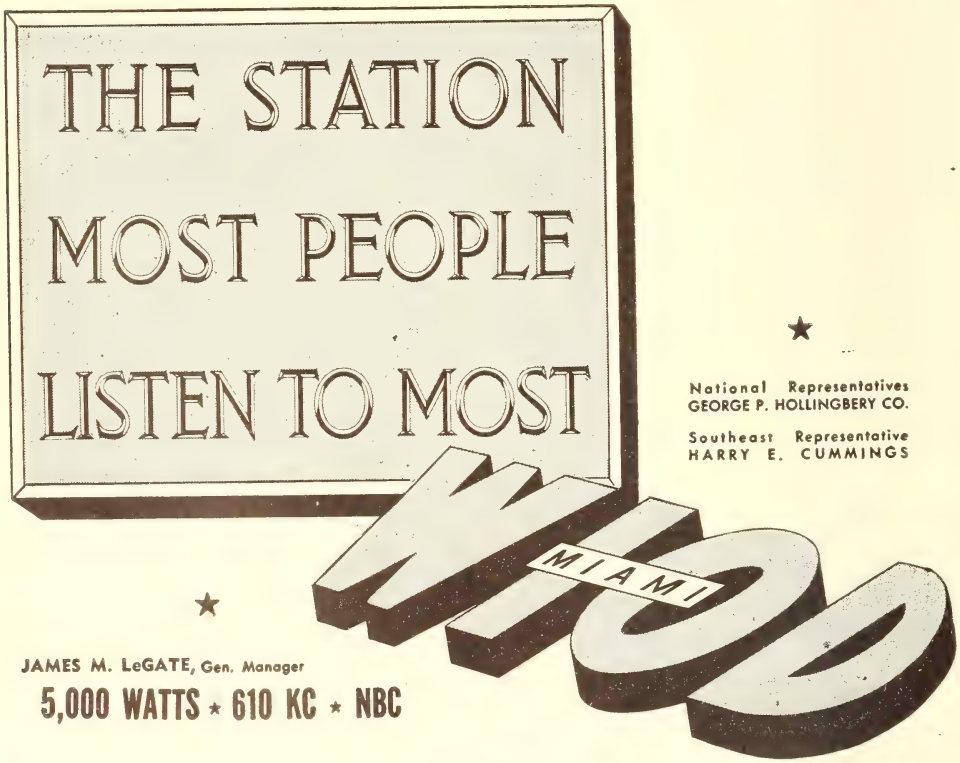
MIAMI—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated..The Miami Broadcasting Co.
Address.....327 N.E. 1st Ave., Box 3741
Phone Number.....2-6121
Studio Address.....Postal Pacific Bldg.
Transmitter Location.....Biscayne Bay
Time on the Air.....6:30 a.m. to 1:05 a.m.
News Service.....AP
Transcription Service.....World Broadcasting
Representative .....John Blair & Co.
Membership.....NAB, BMB

Personnel

President-General Mgr.....Fred W. Borton
Asst. to President.....Hazel McGuire
Sales Manager.....Fred W. Mizer
Sales Promotion Mgr.....Laura Eggleston
Program Dir.-Publicity....Marjorie Christopher
Production Manager.....Walter Svehla
Chief Engineer.....Earle Lewis



WKAT

MIAMI BEACH—EST. 1937

MUTUAL BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....A. Frank Katzentine
Address.....1759 Bay Road
Phone Number.....5-5711
Transmitter Location.....1759 Bay Road
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service.....Cole, Standard, BMI
Representative.....Radio Advertising Co.
Membership.....NAB

Personnel

Owner.....A. Frank Katzentine
General Manager.....John I. Prosser
Business Manager.....Arthur C. Wampler
Program Manager.....Robert Beutel
Engineers.....Art Smith, Tom Magee
Record MC.....Dick Stern

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WINZ

MIAMI BEACH—EST. 1946

Frequency: 940 Kc...Power: 1000 Watts d. only
Owned-Operated By..Hollywood Broadcasting Co., Inc.
Address.....Cadillac Hotel
Transmitter Location.....North Miami Beach
Studio Address.....Alcazar Hotel, Miami; Great Southern Hotel, Hollywood, Fla.
Time on the Air.....6:30 a.m. to 5:45 p.m.

Personnel

President.....Jonas Weiland
General Manager.....Wells F. Bruen

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WTMC

OCALA—EST. 1939

MUTUAL-KBS

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By...Ocala Broad. Co., Inc.
Address.....Anthony Rd. at Henry St.,
Phone Number.....128 and 185
Studio Address.....1 Broadcast Place
Transmitter Location.....Anthony Rd.
Time on Air.....6:00 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
General Manager.....T. S. Gilchrist, Jr.
Chief Engineer.....Donald H. Richardson

WDBO

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By....Orlando Broadcasting
Business Address.....563 N. Orange Ave.
Phone Number.....6181
Transmitter Location..Dubsdread Country Club
Time on the Air.....4:55 a.m. to 1:05 a.m.
News Service.....UP and AP
Transcription Service.....World Broadcasting System and NBC Thesaurus
Representatives.....John Blair & Co. and Harry E. Cummings
Membership.....NAB, BMB

Personnel

President and General Manager.....Colonel George C. Johnston
Vice-Pres. and Exec. Officer.Harold P. Danforth
National Sales and Program Director.....W. G. McBride
Local Sales Manager.....J. M. Pedrick
Copy Chief.....Walter Barden
Musical Director.....Walter D. Kimble
Chief Engineer.....James E. Yarbrough

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WLOF

ORLANDO—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Hazlewood, Inc.
Business Address.....Angebilt Hotel Bldg.
Phone Number.....8163-8164
Transmitter Location.....Near Orlando
Time on the Air.....6:00 a.m. to 12:05 a.m.
Sunday: 7:00 a.m. to 12:05 a.m.
News Service.....INS
Transcription Service.....Lang-Worth
Membership.....NAB, BMB

Personnel

General Manager.....Victor Bulsset

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WORZ

ORLANDO—EST. 1946

Frequency: 740 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Florida Broadcasting Co.
Address.....P.O. Box 2231
Phone Number.....2-0552
Studio Address.....790 N. Orange Ave.
Transmitter Location.....Winter Garden Rd.
News Service.....AP
Representative.....Weed & Co.
Membership.....NAB

Personnel

President .....James Dandelake
Station Manager.....Eugene D. Hill
Program Director.....Paul Parker
Chief Engineer.....H. B. Greene

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WWPF*

PALATKA—EST. 1946

Frequency: 800 Kc.....Power: 250 Watts
Owned-Operated By.....Palatka Broad. Co.
Address.....105½ N. Second St.
Transmitter Location.....East Palatka
Time on the Air.....Sunrise to sunset (local)
News Service..... UP
Transcription Service .....Lang-Worth

Personnel

Owners.....J. E. Massey, L. C. McCall
General Mgr.-Chief Engineer.....L. C. McCall
Commercial Manager.....H. A. Carlton

**Construction Permit*

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WWPG

PALM BEACH—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Palm Beach Broadcasting Corp.
Business Address.....South Ocean Blvd.
Phone Number.....West Palm Beach 21515, Lake Worth 500
Transmitter Location.....South Ocean Blvd.
Time on the Air.....7:00 a.m. to Midnight
News Service .....AP
Transcription Service...Lang-Worth, Thesaurus
Representative.....Joseph Hersey McGillvra

Personnel

President.....Charles E. Davis
Station Manager.....Donald S. Greenlief
Chief Engineer.....Clyde E. Walkden
Commercial Manager.....D. S. Greenlief
Program Director.....Alice Danahy
Promotion Manager.....Louise Adler

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WDLP

PANAMA CITY—EST. 1940

MUTUAL—KBS
ALABAMA STATE FOOTBALL NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Panama City Broadcasting Co., Inc.
Address.....West Beach Drive
Phone Number 777
Transmitter Location.....West Beach Drive
Time on the Air.....5:30 a.m. to 11:00 p.m. Sunday: 7:30 a.m. to 10:15 p.m.
News Service .....AP
Transcription Service.....World
Newspaper Affiliation.....Panama City News Herald
Representative.....John H. Perry Associates
Membership ..... NAB

Personnel

President .....John H. Perry
General Mgr.-Station Mgr.-Sales Manager.....Byron Hayford
Sales Promotion Mgr.....John Thomas
Program Director.....Byron Hayford
Chief Announcer-Chief Engineer...Elmer Scott
Record MC .....Don Brookins

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WBSR

PENSACOLA—EST. 1946

AMERICAN BROADCASTING COMPANY

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Escambia Broad. Co.
Address.....San Carlos Hotel, P.O. Box 926
Phone Number 6173-4
Transmitter Location.....Moreno at "O" Sts.
Time on the Air.....5:30 a.m. to 12 midnight
News Service .....AP
Transcription Service..... Lang-Worth, NBC Thesaurus
Membership ..... NAB

Personnel

President-General Mgr.....Miss Ruth Braden
Station Manager.....Irving F. Welch
Commercial Manager.....Robert O. Forsyth
Program Manager.....Miss Judith Lawton
Chief Announcer .....Russell Hirsch
Chief Engineer.....G. E. Bert Mead
Record MC.....Roger Nash

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WCOA

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power 1000 d.; 500 n.
Owned-Operated By..Pensacola Broadcasting Co.
Address.....San Carlos Hotel, Box 1669
Phone Number 4111-4112
Transmitter Location.....Foot of Bay Bridge
Time on the Air.....18 hours daily; Sunday: 16 hours.
Newspaper Affiliation .....News-Journal
News Service.....UP
Transcription Service .....World
Representative.....John H. Perry Associates
Membership ..... NAB

Personnel

President.....John H. Perry
General Mgr.....Jack Rathbun
Program Director.....W. R. Johnston
Musical Director.....Jane Smith
Chief Engineer.....Harold Heath

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WFOY

ST. AUGUSTINE—EST. 1936

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Fountain of Youth Broadcasting Co.
Address.....Magnolia Ave., Box 588
Phone Number.....1622
Transmitter Location.....Magnolia Ave.
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sunday, 7:30 a.m. to 12:05 a.m.
News Service.....UP
Representative.....Weed & Co.
Transcription Service.....NBC Thesaurus

Personnel

President-General Mgr....Glenn Marshall, Jr.
Station-Commercial Mgr.....John Cummins
Program Manager....Frankie Collyer Walker
Publicity Director.....Bernice McCarter
Chief Announcer-Chief Engineer..Pat Bernhard

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WSUN

ST. PETERSBURG—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 620 Kc. .....Power: 5000 Watts
Owned-Operated By..City of St. Petersburg,
Address.....P. O. Box 240, Municipal Pier
Phone Number.....4747-4748
Transmitter Location.....Clearwater, Fla.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Associated Music, SESAC
Representative.....Weed & Company
Membership.....NAB, BMB

Personnel

Station Manager.....Norman E. Brown
Commercial Manager.....Vera M. New
Sales Promotion Manager...Norman E. Brown
Program Director-Engineer.....Louis J. Link
Musical Director.....Edith Sexton

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WTSP

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power 1000 d.; 500 n.
Owned-Operated By..Pinellas Broadcasting Co.
Address.....470 First Avenue South
Phone Number.....8108
Studio Address....Times Bldg., St. Petersburg
Transmitter Location..35th Ave. and 4th St., N.
Time on the Air.....6:30 a.m. to 12 midnight, Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation.....St. Petersburg Morning Times
News Service.....UP
Transcription Service.....World
Representative.....John E. Pearson Co.
Membership.....NAB

Personnel

President.....Irwin A. Simpson
General Manager.....Herbert T. Anderson
Commercial Manager.....Coburn Gum
Publicity Director.....Jack Faulkner
Program Director.....Herbert T. Anderson
Chief Announcer.....Dick Bingham
Chief Engineer.....William D. Mangold

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WSPB

SARASOTA—EST. 1939

COLUMBIA BROADCASTING SYSTEM
FLORIDA WEST COAST GROUP

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....City Island, Sarasota
Phone Number.....2564-5
Transmitter Location.....City Island, Sarasota
Time on the Air.....6:00 a.m. to 11:30 p.m. Saturday: 6:00 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
National Representative...John E. Pearson Co.
Membership.....BMB

Personnel

President.....Robert C. Jones, Jr.
General Mgr.-Station Mgr....John B. Browning
Sales or Commercial Mgr.....Robert C. Neff
Program Director.....Dawn Provost
Chief Engineer.....James E. Grant

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WRHP

TALLAHASSEE—EST. 1946

KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Tallahassee Appliance Corp.
Address.....Hotel Floridan
Phone Number.....500
Transmitter Location.....East Park Avenue
Time on Air.....Full Time License
Representative.....Thomas F. Clark Co., Inc.

Personnel

Pres. and Gen. Mgr.....Frank W. Pepper
Commercial Manager.....W. B. Fraker

WTAL

TALLAHASSEE—EST. 1943

MUTUAL

Frequency: 1340 Kc.....Power: 250 d.; 250 n.
Owned-Operated By.....Capitol City Broadcasting Corp.
Address.....P.O. Box 989
Phone Number 2160
Transmitter Location.....Thomasville Rd.
Time on the Air.....18 hours daily; 17 hours Sunday
News Service.....UP and AP
Transcription Service...Standard & Thesaurus
National Representative..John H. Perry Assoc.
Membership ..... NAB

Personnel

President.....John H. Phipps
General Manager.....Teresa M. Myers
Station Manager.....O. Jennings Knox
Commercial Manager.....Harriet B. Carson
Sales Promotion-Merchandising Manager.....Archibald Withers
Program Director.....Read W. Wynn
Production Manager.....Anne Alfriend
Publicity Director.....Myrtle Johnson
Musical Director.....Donald A. Phillips
Chief Announcer.....Garth Bowen
Chief Engineer.....William A. Snowden, Jr.
Record MC.....McNeil Withers

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WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By..Tampa Times Company
Business Address.....114 N. Franklin St., P.O. Box 2409
Phone Number.....M-1818
Studio Address.....Tampa Terrace Hotel
Transmitter Location..Forest Hills Country Club Area
Time on the Air.....Full Time
Newspaper Affiliation....Tampa Daily Times
News Service .....AP
Transcription Service.....World, MacGregor
Representative.....The Katz Agency, Inc.
Membership ..... NAB

Personnel

President.....David E. Smiley
General Mgr.-Station Mgr.-Sales Manager.....L. Spencer Mitchell
Program Director-Production Mgr.-Publicity Director.....Kenneth W. Skelton
Chief Announcer-Record MC...Sol Fleischman
Musical Director.....Ed C. Walker
Chief Engineer.....William Pharr Moore

WFLA

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....The Tribune Co.
Address.....Lafayette & Hyde Park Ave., P.O. Box 1410
Phone Number.....Tampa H 1828-9
Transmitter Location.....East Entrance Davis Causeway, Columbus Drive
Time on the Air.....6:30 a.m. to 12:05 a.m.
Newspaper Affiliation.Tampa Morning Tribune
News Service .....UP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....John Blair & Co.
Membership ..... NAB

Personnel

President.....J. S. Mims
General Mgr.-Station Mgr..Chas. G. Baskerville
Sales Manager.....Bert Arnold
Sales Promotion Mgr.....Lucille Youmans
Production Mgr.-Program Dir....Paul M. Jones
Publicity Director.....Tom Matthews
Chief Announcer.....Mardi Liles
Musical Director.....Frank Grasso
Chief Engineer.....Joseph Mitchell

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(CALL LETTERS TO BE ASSIGNED)

TAMPA*

Frequency: 1110.....Power: 250 Watts
Permittee.....W. Walter Tison

*C.P.

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WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Address.....1500 N. Flagler Dr.
Phone Number.....3638-9-40
Transmitter Location.....1500 N. Flagler Drive
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....World, Capitol, Cole
Representative.....Radio Advertising Co.
Membership ..... NAB

Personnel

General Mgr.-Station Mgr.-Sales Manager.....Steve Willis
Program Director-Publicity Director .....Matt Gettings
Chief Announcer.....Dave Webster
Musical Director-Record MC.....Cal Morrow
Chief Engineer.....Otis Wright

Atlanta's New



"WHERE PEACHTREE MEETS PONCE DE LEON"

STUDIOS AND GENERAL OFFICES
GEORGIAN TERRACE HOTEL

MIKE BENTON, PRESIDENT

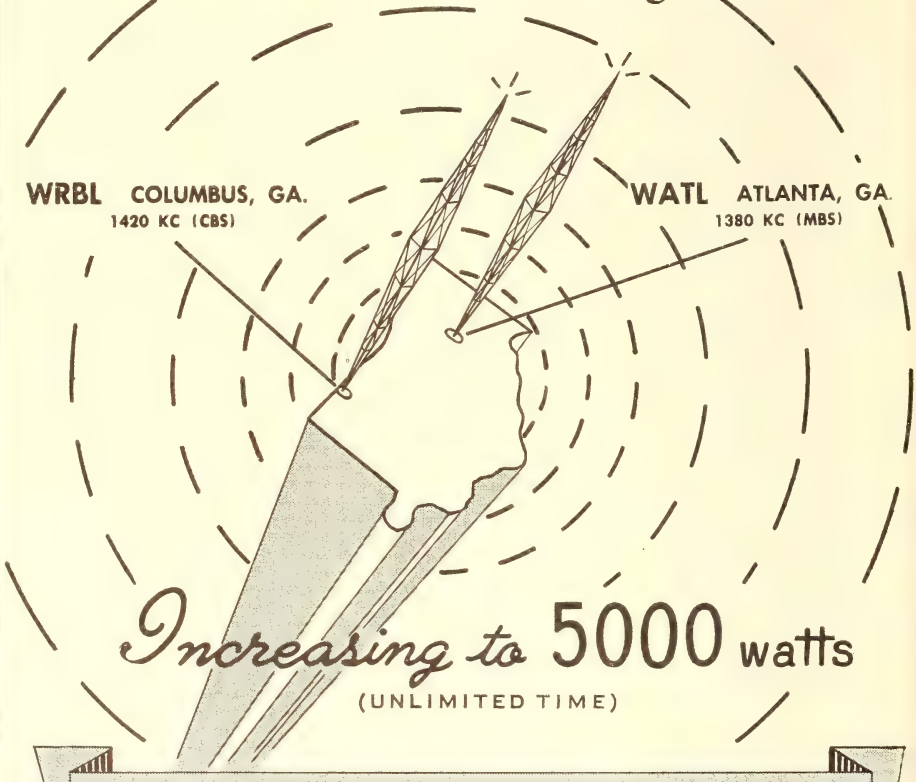
MAURICE COLEMAN, GENERAL MANAGER

General Broadcasting Company

'47's the year!

TWO GREAT STATIONS BECOME GREATER

To Better Serve a Growing South..



Increasing to 5000 watts

(UNLIMITED TIME)

NATIONALLY REPRESENTED BY

George P. Hollingbery Co.

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES ATLANTA

GEORGIA

Estimated Population 3,241,516—Radio Homes 580,054
Stations in State 47

WALB

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Address.....Albany Theater Arcade Bldg.
Phone Number.....389 & 3256
Transmitter Location.....Leesburg Road
Time on the Air.....6:55 a.m. to 11:30 p.m.
Newspaper Affiliation.....Albany Herald
News Service..... AP
Transcription Service.....World Broadcasting
Representative....Burn-Smith Co.; Frank Cook
Membership .....NAB, BMB

Personnel

President.....Henry T. McIntosh
General Mgr.-Station Mgr.-Sales Promotion Mgr.-Pub. Dir.....Abner M. Israel
Chief Announcer-Record MC.....Herb Harris
Chief Engineer .....George Waldon

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WGPC

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Albany Broadcasting Co.
Address.....125½ N. Jackson St.
Phone Number 1370-1
Transmitter Location.....Gillionville Road
Time on the Air.....6:45 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative.....George P. Hollingberry
Membership .....NAB, BMB

Personnel

President-Gen. Mgr.....J. W. Woodruff, Jr.
Station Manager.....Leonard M. George
Musical Director.....Royce Jones

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WGAU

ATHENS—EST. 1938

CBS—KBS
GEORGIA SPORTS NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
Address ..... Bobbin Mill Road
Phone Number 1741-2
Transmitter Location .....Bobbin Mill Road
Time on the Air.....Unlimited
Transcription Service .....Standard Radio and Keystone
Membership .....NAB, BMB, GAB

Personnel

General Mgr.-Station Mgr..Robert Lewis Doster
Chief Engineer.....William J. Evans

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WAGA

ATLANTA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 590 Kc.....Power: 5,000 Watts
Owned By.....The Fort Industry Company
Operated By.....Liberty Broadcasting Co.
Address.....Western Union Bldg.
Phone Number.....MAin 5101
Transmitter Location....1299 N. Druid Hills Rd.
Time on the Air.....5:25 a.m. to 12 midnight
News Service.....AP, INS
Transcription Service.....NBC Thesaurus and Lang-Worth
Representative.....Headley-Reed Co.
Membership .....NAB, BMB

Personnel

President.....George B. Storer
Acting Mgr.-Sales Mgr.....James E. Bailey
Sales Promotion Mgr.....Ewald Kockritz
Chief Engineer.....Arry Brown

•

WATL

ATLANTA—EST. 1931

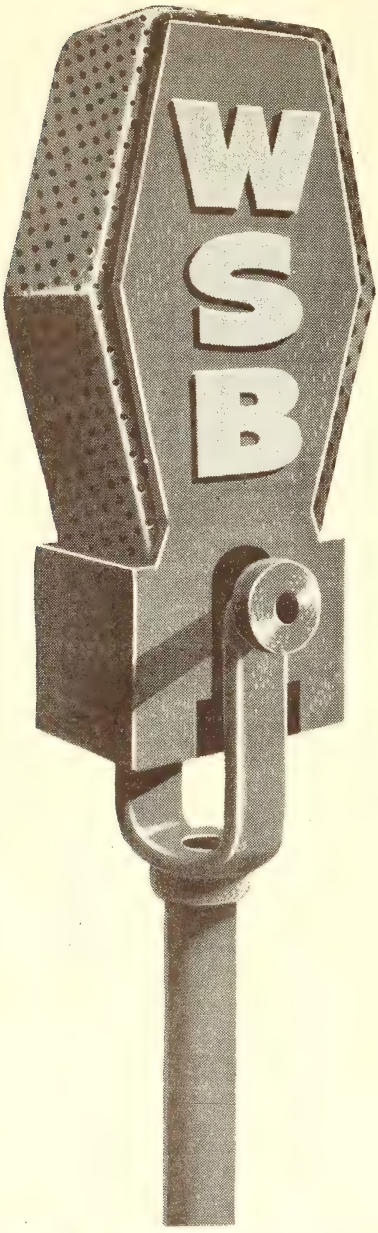
MUTUAL BROADCASTING SYSTEM
GEORGIA RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Atlanta Broadcasting Co.
Address.....Henry Grady Building
Phone Number .....Walnut 4377
Transmitter Location....Henry Grady Building
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service..... UP
Transcription Service....Lang-Worth, Standard
Representative....George P. Hollingberry Co.
Membership ..... NAB

Personnel

Owner.....J. W. Woodruff
Vice-Pres.-Exec. Mgr.....J. W. Woodruff, Jr.
General Manager.....Walter P. Speight, Jr.
Sales Manager.....Samuel W. Kane
Program Director.....James M. Hardin
Musical Director.....Cliff Cameron
Chief Engineer.....Henry Fincher
Record MC.....Jerry Sears

ONE OF AMERICA'S GREAT STATIONS



GEORGIA'S *Big* STATION

Not merely big in power—though it is—but big in attitude... and big in recognition of its opportunity to serve. Be they commercial or not, WSB does big jobs for its patrons. It has the mass audience needed to sell an idea or a product in a big way. If you are interested in the South you will be interested in...

WSB

The Voice of the South

ATLANTA

750 KC • 50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE

Owned and operated by
The Atlanta Journal.
National Representative:
Edward Petry & Co., Inc.

WBGE

ATLANTA—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned and Operated By.....General Broadcasting Co.
Address.....Georgian Terrace Hotel
Transmitter Location.....West Peachtree and Pine Sts.
Phone Number.....Vernon 1194
Time on the Air.....24 Hours Daily
News Service .....AP

Personnel

President .....Mike Benton
General Manager.....Maurice Coleman

* *Incomplete At Press Time*

See Page 371

WGST

ATLANTA—EST. 1924

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Regents of the University System of Ga.
Address.....Forsyth Bldg.
Phone Number.. .....Walnut 8441
Transmitter Location....Cheshire Bridge Rd.
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP
Transcription Service.....World Broadcasting System and NBC Thesaurus
Representative ..... The Katz Agency
Membership.....NAB, BMB

Personnel

Chair. Radio Comm.....Frank Spratlin
General Mgr.-Sales Mgr.....John Fulton
Sales Promotion-Publicity Dir.....Dixon Babb
Program Director.....Jack Kelly
Production Manager.....Don Naylor
Musical Director.....Lola Wallace
Chief Engineer.....Ben Akerman

WSB

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc.....Power: 50,000 Watts
Owned-Operated By.....The Atlanta Journal Company
Address ..... Biltmore Hotel
Phone Numbers.....Hemlock 1045
Transmitter Location.....Tucker, Ga.
Time on the Air....5:00 a.m.-12:30 a.m. daily; 7:00 a.m.-12:30 a.m. Sunday

GEORGIA TECH STATION

WGST

Georgia's 2nd Station

IN FAMILY COVERAGE *

▶ GOOD PROGRAMS
▶ MERCHANDISING
▶ PROMOTIONS

Represented Nationally by the KATZ Agency

* Broadcast Measurement Bureau

Newspaper Affiliation.....The Atlanta Journal
News Service.....AP, UP and INS
Transcription Service...Standard Radio, World, Associated
Representative.....Edward Petry & Co.
Membership.....NAB, BMB

Personnel

Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Sales Manager.....Frank Gaither
Sales Promotion Mgr.....Lorin Myers
Program Director.....Marcus Bartlett
Production Manager.....M. K. Toalson
Publicity Director.....Jean Hendrux
Chief Announcer.....Roy McMillan
Musical Director.....Albert Coleman
Chief Engineer.....C. F. Daugherty

WBBQ

AUGUSTA—EST. 1947

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Savannah Valley Broadcasting Co.
Business Address.....Augusta, Ga.
Studio Address.....Sand Bar Ferry Rd.
Time on the Air.....5 a.m.-12:30 a.m.; Sundays 7:55 a.m.-12:30 a.m.
News Service.....AP, INS
Transcription Service.....Associated, Cole, Standard
Representative.Joseph Hershey McGillvra, Inc.
Membership.....NAB

Personnel

President-Owner-Gen. Mgr.-Station Mgr.....George G. Weiss
Commercial Manager.....John Watkins
Program-Production Director.....George Scott
Promotion Director.....Charon Page
Chief Announcer.....George Scott
Record MC-Musical Director.....Robert Nelson
Chief Engineer.....David Freeman

WGAC

AUGUSTA—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 580 Kc.....Power: 5000 Watts d.; Owned-Operated By..The Twin States Broadcasting Company
Address.....7th at Broad St.
Phone Number.....2-5858
Transmitter Location.....Martinez, Ga.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service.....NBC Thesaurus and Standard
Representative.....Headley-Reed Company
Membership.....NAB, BMB

Personnel

Pres.-Owner or Chief Exec.-Vice-Pres. General Mgr.-Station Mgr.....J. B. Fuqua
Sales or Comm. Mgr.....D. M. Kelly, Jr.
Program Director-Chief Announcer.....Steve D. Manderson
Production Manager.....Lonny Moore
Publicity Director.....Margaret Keel
Musical Director.....John B. Vance
Chief Engineer.....Jack Jopling
Record MC.....Lonny Moore

WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 5,000 Watts
Owned-Operated By..Augusta Broadcasting Company
Address.....8th & Broad Streets
Phone Numbers.....2-8805-6-7
Transmitter Location.....Berckmans Road
Time on the Air.....18 hrs.
News Service.....UP
Transcription Service.....World Broadcasting System, Lang-Worth
Representative.....George P. Hollingbery
Membership.....NAB, BMB

Personnel

President.....Wm. K. Jenkins
Station Manager.....W. R. Ringson
Commercial Manager.....Wm. B. Smart
Program-Production Mgr.....Joe G. Hunt
Chief Engineer.....Harvey Aderhold

WMGR

BAINBRIDGE—EST. 1946

MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK
KBS

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By.....S. Marvin Griffin
Address.....Callahan Bldg.
Phone Number.....77
Transmitter Location.....Faceville Highway
Time on the Air.....7:00 a.m. to 11:05 p.m.
Newspaper Affiliation.....Post-Searchlight
News Service.....AP
Transcription Service.....SESAC, Keystone

Personnel

Owner.....S. Marvin Griffin
Gen. Mgr.-Station Mgr.-Sales Manager.....Dixon Babb
Program Director.....Barbara Ann Johnson

WMOG

BRUNSWICK—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Coastal Broadcasting Company, Inc.
Address .....St. Simons Island Causeway
Phone Number 1500
Transmitter Location....St. Simons Causeway
Time on the Air.....7 a.m. to 12 midnight
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....Clark
Membership ..... BMB

Personnel

President.....Mrs. Alma W. King
General Mgr.-Station Mgr.-Sales Mgr.-Chief Engineer..Kenneth E. White
Sales Promotion Mgr.....Valentine Peck
Program Director-Chief Announcer
Record MC.....Bob Martin

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WBHF

CARTERSVILLE—EST. 1946

KBS

Frequency: 1450 Kc.....Power 250 Watts
Owned and Operated By.....W. Ryan Frier
Address .....Cartersville
Transmitter Location.....Cartersville

Personnel

General Manager.....John H. French

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WGAA

CEDARTOWN—EST. 1941

ABC
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Georgia Broadcasting Co.
Address .....West Theater Bldg.
Phone Number.....777 and 570
Transmitter Location.....Cave Spring Rd.
Time on the Air.....18½ hours daily
News Service .....AP
Transcription Service .....World
Representative.....William B. Estes
Membership.....NAB, BMB

Personnel

President.....O. C. Lam
Station Mgr.-Sales Mgr.....William B. Estes
Chief Engineer.....Chessley Hooper
Record MC.....Ed Reilly

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WDAK

COLUMBUS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Columbus, Inc.
Address .....1028½ Broadway
Phone Number.....3-2771
Transmitter Location.....Brick Yard Rd.; Phenix City, Ala.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP
Representative.....Headley-Reed Co.
Transcription Service .....World

Personnel

President-General Mgr.....Allen M. Woodall
Sales-Commercial Manager...James W. Hicks
Sales Promotion-Merchandising Mgr..Ben Lucas
Program Director.....Dora Anna Gay
Production Manager.....Dennis Brown
Publicity Director.....Henry East
Chief Announcer.....Joe Byars
Musical Director.....Gertrude Handley
Record m. c.....Tommy Tucker
Chief Engineer.....DeForrest Layton

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WRBL

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK

Frequency: 1230 Kc. (CP-1420).....Power: 250 Watts (CP-5000 Watts)
Owned and Operated By....Columbus Broadcasting Company
Address .....1420 Second Avenue
Phone Number.....2-0601
Transmitter Location.....3009½ Howard Ave.
Time on the Air.....5:45 a.m. to 1:00 a.m.; Sunday: 6:30 a.m. to 1:00 a.m.
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus, SESAC
Representative.....George P. Hollingberry
Membership ..... NAB

Personnel

Chief Executive.....J. W. Woodruff
Exec. & National Sales Manager-Station Manager.....J. W. Woodruff, Jr.
Local Sales Manager.....W. S. Massie
Sales Promotion Mgr.-Publicity Director.....Ed J. Hennessey
Program-Production Mgr.....Gale Martin
Chief Engineer.....Joe Gamble

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WMJM

CORDELE—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 d.; 100 n.
Owned By....Cordele Dispatch Publishing Co.
Operated By.....James S. Rivers
Address.....P.O. Box 432

Phone Number 666
Transmitter Location.....20th Ave. & B St.
Time on the Air.....6:30 a.m. to 11:30 p.m.
Newspaper Affiliation.....Cordele Dispatch Publishing Co.
News Service .....UP
Transcription Service.....WBS
Membership.....NAB, BMB

Personnel

President .....John W. Greer
General Manager-Sales Promotion Manager.....James S. Rivers
Sales Manager.....Tiny Turner
Publicity Director-Record MC..William Blizzard
Chief Announcer.....Bruce Smith
Musical Director.....Tiny Turner
Chief Engineer.....William Hill

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WMOC

COVINGTON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.The Covington News, Inc.
Address .....Covington, Ga.
Phone Number.....2275
Transmitter Location.....Covington, Ga.
Time on the Air.....6:00 a.m. to 11:00 p.m.; Sunday: 8:00 a.m. to 11:00 p.m.
Newspaper Affiliation....Covington News, Inc.
News Service.....AP
Transcription Service.....World

Personnel

President.....A. Belmont Dennis
General Mgr.-Station Mgr.-Chief Engineer.....Willard E. Botts
Sales Mgr.-Program Director.....Melvin Merz

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WBLJ

DALTON—EST. 1940

MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Broad. Corp.
Address.....Kenemer Bldg.
Phone Number.....Dalton 684
Transmitter Location.....Fifth Ave.
Time on the Air.....17½ hours daily
News Service .....UP
Transcription Service....Lang-Worth, Keystone
Representative .....Cox & Tanz
Membership.....NAB, BMB

Personnel

President.....H. C. Kenemer
General Manager.....W. V. Williams
Publicity Director.....J. F. McGinley
Musical Director.....E. E. Graigmiles
Chief Engineer.....John S. Andrews

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(CALL LETTERS TO BE ASSIGNED)
DOUGLAS*

Frequency: 860 Kc.....Power: 1,000 Watts
Permittee.....Downing Musgrove

*C.P.

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WMLT

DUBLIN—EST. 1945

MUTUAL BROADCASTING SYSTEM—KBS

Frequency: 1340 kc.....Power: 250 Watts
Owned-Operated By..Dublin Broadcasting Co.
Address.....Box 659
Phone Number 871
Transmitter Location....Franklin & Moore Sts.
Time on the Air.....7:00 a.m. to 11:05 p.m.
News Service .....AP
Transcription Service...Standard, Lang-Worth
Representative.....Cox & Tanz
Membership.....NAB, BMB

Personnel

President.....George T. Morris
General Mgr.-Station Mgr.-Sales Mgr.-Production Mgr. .....T. K. Vassy
Chief Engineer.....Wendell C. Roberts
Record MC.....Chuck Saunders

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WSGC

ELBERTON—EST. 1946

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Elberton Broad. Co.
Address .....P.O. Box 603
Phone Number.....525
Transmitter Location.....Jones St. & Lake Forest Drive
Time on the Air.....7:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative .....Cox & Tanz

Personnel

Exec. Vice-Pres.-Station Manager.....John L. Barnes
Chief Engineer.....Ernest Church

WBHB

FITZGERALD—EST. 1946

MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....J. Paul Stone & R. M. Ware, Jr.
Address.....680 Block W. Roanoke Dr.
Phone Number.....740
Transmitter.....600 Block Roanoke Dr.
Time on the Air.....7:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service.....Lang-Worth

Personnel

Owners.....J. Paul Stone, R. M. Ware, Jr.
General Mgr.-Station Mgr.-Chief Engineer ... R. M. Ware, Jr.
Program Dir.-Production Mgr.....Sidney King
Chief Announcer-Record MC.....Jack Owens

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WGGA

GAINESVILLE—EST. 1941

MUTUAL
GEORGIA SPORTS NETWORK—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Blue Ridge Broadcasting Company
Address.....Athens Road
Phone Number.....1600-1601
Transmitter Address.....Athens Road
Time on the Air.....6 a.m. to 11:30 p.m.; Sunday: 7:55 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NAB

Personnel

Chief Executive.....Chas. H. Smithgall
General Manager.....H. Russ Holt
Station Manager.....L. H. Christian
Sales Manager.....E. F. MacLeod
Chief Announcer-Musical Director-Record MC.....James A. Hartley
Chief Engineer.....L. H. Christian

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WKEU

GRIFFIN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Address.....Griffin Hotel, Griffin
Time on the Air.....Daytime License
Transcription Service.....SESAC
Representative.....Sears & Ayer, Inc.

Personnel

Manager & Owner.....A. W. Marshall, Jr.

WLAG

LA GRANGE—EST. 1941

MUTUAL BROADCASTING SYSTEM—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...LaGrange Broadcasting
Address.....303 Broome St.
Phone Number.....1700
Transmitter Location.....La Grange
Time on the Air.....Unlimited
Newspaper Affiliation...LaGrange Daily News
News Service.....UP
Transcription Service.....World, M. M. Cole
Representative.....Thomas F. Clark, Inc.
Membership.....NAB

Personnel

President.....Roy C. Swank
Station Manager.....Edwin Mullinax
Program Director.....John Boggess
Chief Engineer.....J. M. McKay

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WBML

MACON—EST. 1940

AMERICAN BROADCASTING CO.
GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Middle Georgia Broadcasting Company
Address.....First National Bank Building
Phone Number.....2728
Transmitter Location.....8th & Cherry Streets
Time on the Air.....6 a.m. to 12 midnight;
News Service.....UP
Transcription Service.....NBC, Associated
Representative.....Joseph H. McGillvra
Membership.....NAB, BMB

Personnel

President.....E. D. Black
Vice-Pres.....E. G. McKenzie
General Manager.....Chas. W. Pittman
Sales Manager.....Walter Graham
Sales Promotion Mgr.....Harold Beaty
Publicity Director.....Lewis Smith
Chief Announcer.....Tommy Snellgrove
Chief Engineer.....H. S. Goodrich

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WMAZ

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By....Southeastern Broadcasting Company, Inc.
Address.....Bankers Insurance Bldg.

Phone Number 3131
Transmitter Location.....Forsyth Road
Time on the Air.....5:45 a.m. to 12:15 a.m.
News Service.....INS, AP
Transcription Service.....World Broadcasting System; Lang-Worth
Representative .....The Katz Agency
Membership.....NAB, BMB

Personnel

President-Chief Engineer....George P. Rankin
General Mgr.-Station Mgr.-Publicity Director.....Wilton E. Cobb
Sales or Commercial Mgr.....Frank Crowther
Production Manager..... Frank Hubbs
Record MC .....Lloyd Harris

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WNEX

MACON—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc..... ..Power: 250 Watts
Owned-Operated By..Macon Broadcasting Co.
Address.....Bibb Building, Cherry St.
Phone Number.....8211-2-3
Transmitter Location.....320 Rogers Ave.
Time on the Air.....6:00 a.m. to 12:35 a.m.
News Service .....AP
Transcription Service..NBC Thesaurus, Capitol
Representative ..... Burn-Smith
Membership ..... NAB

Personnel

President.....Ed. M. Lowe
General Mgr.-Station Mgr.-Program Director .....Alfred Lowe
Sales or Commercial Manager-Sales Promotion or Merchandising Manager .....Carl M. Williams
Chief Announcer.....Raymond Penner
Musical Director.....Beverly McKenzie
Chief Engineer.....Ambrose Kibler
Record MC.....Ed Sharpe

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WFOM

MARIETTA—EST. 1946

KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned and Operated By.....Chattahoochie Broadcasters
Address.....P.O. Box 131
Time on Air.....Unlimited License

Personnel

General Manager.....A. L. Jones

WMVG

MILLEDGEVILLE—EST. 1946

MUTUAL—KBS
GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Address .....Old State Capitol Bldg.
Phone Number.....250
Transmitter Location.....No. Side of Fishing Creek, E. Side of Wayne St., S.
Time on the Air.....7:00 a.m. to 11:15 p.m.
Newspaper Affiliation.....Union Recorded
News Service..... AP
Transcription Service.....World, NBC Thesaurus, KBS

Personnel

Owner.....Jere N. Moore
General Mgr.-Sales Mgr.....Michael T. Landy
Program-Publicity Director-Record MC .....Jack O'Connor
Chief Announcer .....Douglas Henson
Chief Engineer.....Robert Hattaway

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WMGA

MOULTRIE—EST. 1939

SOUTH GEORGIA NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Frank R. Pidcock, Sr.
Address.....P.O. Box 310
Phone Number..... 999
Transmitter Location.....P.O. Box 310
Time on the Air.....6:00 a.m. to 11:00 p.m.; Sunday: 8:00 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus, Keystone, World
Representative.....Thomas F. Clark Co.

Personnel

Owner.....John F. Pidcock
General Mgr.-Chief Engineer.Thomas R. Barber
Chief Announcer.....Robert S. Mansfield

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WKMA*

QUITMAN—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned and Operated By.....Radio South

**Personnel not available at time of going to press.*

WRGA

ROME—EST. 1929

MUTUAL BROADCASTING SYSTEM

GEORGIA SPORTS NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Rome Broadcasting Corp.
Address ..... National City Bank Building
Phone Number.....6589
Transmitter Location.....Seventh Ave.
Time on the Air.....6 a.m. to midnight; Sunday, 7:00 a.m. to midnight
News Service .....UP
Membership.....NAB, BMB

Personnel

President.....John W. Quarles
General Manager.....Happy Quarles
Station Manager.....Mather Payne
Sales Manager.....Price Selby
Sales Promotion Manager.....Pinkie Talley
Program Director-Production Manager-Record MC.....George Eubanks
Publicity Director.....Al Kirby
Chief Announcer.....Jim Roberts
Chief Engineer.....R. L. Starr

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WCCP

SAVANNAH—EST. 1946

MUTUAL

GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Dixie Broadcasting Co.
Operated By.....Carter C. Peterson
Business Address....P.O. Box 943, 140 Bull St.
Phone Number 2-4182
Transmitter Location.....West Gwinnett St.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
Membership ..... NAB

Personnel

Pres.-Owner-General Mgr...Carter C. Peterson
Station Manager.....Weldon Harris
Sales Promotion Manager....Louis H. Shepard
Program Director.....Robert Mann
Chief Engineer.....William E. Moats

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WDAR

SAVANNAH—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....A. C. Neff
Business Address.....14 W. Bay St.
Phone Number..... 3-8807
Studio Address.....34 E. Bryan St.
Transmitter Location.....E. Hull St.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard, McGregor
Representative.....Lew Avery
Membership ..... NAB

Personnel

President-Owner .....A. C. Neff
General Mgr.-Station Mgr.
Commercial Mgr.-Sales Mgr.....John P. Dyer
Program Director-Production Mgr..Robert Finch
Chief Engineer.....Howard Jewett

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WFRP

SAVANNAH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Broad. Co.
Address .....219 E. Charlton St.
Transmitter Location.....Perry Lane
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service..... AP
Transcription Service.....Associated

Personnel

President-General Mgr.....James M. Wilder
Commercial Manager.....Al H. Evans
Sales Promotion Mgr.-Publicity Director .....James Hayes
Program Director.....Roy Zess

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WSAV

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WSAV, Inc.
Address .....Liberty National Bank Building
Phone Number.....30234
Transmitter Location....President St. Extension
Time on the Air.....Unlimited
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative .....George P. Hollingbery
Membership.....NAB, BMB

Personnel

President-General Mgr.....Harben Daniel
Asst. Station Manager.....N. W. Brandon
Commercial Manager.....L. H. Thesmar
Sales Promotion Manager.....N. W. Brandon
Chief Engineer.....Meredith E. Thompson

WTOC

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Savannah Broad. Co.
Address.....516 Abercorn St., P.O. Box 645
Phone Number.....2-0127
Transmitter Location.....Central Junction
Time on the Air.....6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....UP
Transcription Service....Lang-Worth, Capitol, World
Representative.....The Katz Agency
Membership.....NAB, BMB

Personnel

President-General Mgr.....Wm. T. Knight, Jr.
Commercial Mgr.....Ben Williams
Program Director.....Ben Quick
Production Manager.....Dwight J. Bruce
Publicity Director.....R. M. Charlton
Chief Announcer.....Eddie Davis
Musical Director.....Jean Wallace
Chief Engineer.....Reeve Owen
Record MC.....W. O. King, Jr.

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WWNS

STATESBORO—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Alfred Dorman
Address.....Statesboro
Transmitter Location.....E. Olliff St.
Time on the Air.....7:00 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Standard

Personnel

President-Owner.....Alfred Dorman
General Mgr.-Commercial Mgr...Paul R. Sauve

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WPAX

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Address.....117 Remington Avenue
Phone Number.....909
Transmitter Location...117 Remington Avenue
Time on the Air.....7:00 a.m. to 10:00 p.m.; Sunday, 9 a.m. to 6 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Membership.....NAB, BMB

Personnel

Owner-General Manager-Station Manager.....H. Wimpy
Commercial Manager.....Al Feinberg
Program Director.....Robert W. Oakman
Chief Announcer.....William H. Ward
Chief Engineer.....James W. Poole

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WRLC

TOCCOA—EST. 1941

MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK—KBS

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By .....R. G. LeTourneau
Address .....Prather Bridge Road
Phone Number..... 1751
Transmitter Location....Prather Bridge Road
Time on the Air.....7 a.m. to 11:15 p.m.
News Service.....UP
Transcription Service.....Lang-Worth; BMI; Keystone, World and Cole
Representative.....Thomas F. Clark
Membership.....NAB, BMB

Personnel

President-Owner .....R. G. Letourneau
General Manager.....Jack Salvador
Station Manager.....Virgil E. Craig
Commercial Mgr.-Record MC...Sam A. Gaines
Program Director-Production Manager .....Carroll S. Lee
Publicity Director.....Roy E. Gaines
Chief Announcer.....George Rountree
Chief Engineer.....Keith Brown

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WGOV

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. D. Rivers
Address .....Valdosta, Ga.
Phone Number 1420
Transmitter Location.....Lakeland Rd.
Time on the Air.....6 a.m. to 1 a.m.; Sunday 7 a.m.-1 a.m.
News Service .....UP
Transcription Service.....World, Cole
Representative.....Hal Holman Co.

Personnel

Owner..... E. D. Rivers
General Manager.....Mrs. E. D. Rivers
Station Mgr.....J. R. Bartlett
Sales Maanger.....J. Marion Harman, Jr.
Program Director.....Jim V. Bowler
Chief Engineer.....Don Ellis

WAYX

WAYCROSS—EST. 1936

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Address .....620 Plant Avenue
Phone Number 965
Transmitter Location ..... Waycross
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation .....Waycross Journal-Herald
News Service .....UP
Transcription Service.....World Broadcasting System, M. M. Cole
Representative .....Hal Holman Co.
Membership.....NAB, BMB

Personnel

Owner-General Mgr.....Jack Williams
Station Mgr.-Commercial Mgr....John J. Tobola
Program Dir.-Musical Dir.....Gwen Crosby
Production Manager-Chief Announcer .....Clyde C. Davis
Publicity Director.....Dorothy Smith
Chief Engineer.....John E. Legare
Record MC.....Raymond Williamson

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WRQN

VIDALIA—EST. 1946

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vidalia Broad. Co.
Address .....Vidalia, Ga.
Phone Number.....327
Transmitter Location.....N.S. U.S. Route 280, ¾ mile W. Vidalia
Time on the Air.....6:30 a.m. to 11:05 p.m.
Newspaper Affiliation...The Vidalia Advance
News Service .....UP
Transcription Service.....World
Membership ..... NAB

Personnel

Part-Owner.....R. E. Ledford
General Mgr.-Station Mgr.....R. W. Sockwell
Commercial Mgr.-Sales Mgr.
Program Director.....Al Robinson
Chief Announcer.....W. O. Herbeson
Chief Engineer.....Ben A. Jones

WRLD

WEST POINT—EST. 1944

AMERICAN BROADCASTING CO.
KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Valley Broadcasting Co.
Address .....Gen. Tyler Hotel Bldg.
Phone Numbers.....173 or 193
Transmitter Location.....58 Cherry St., Lanett, Ala.
Time on the Air.....6 a.m. to 12 midnight; Sunday: 7:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service.....World Broadcasting
Representative .....Headley-Reed
Membership .....NAB, BMB

Personnel

President-General Mgr.....L. J. Duncan
Station Mgr.-Sales Mgr.....Miles Ferguson
Program Director.....Cathryn Smith
Chief Announcer-Record MC...Robert Hubbell
Chief Engineer.....Luther W. Martin

For the *best*

in human interest

news . . .

AP

IDAHO

Estimated Population 512,840—Radio Homes 130,395
Stations in State 17

KGEM

ABC

BOISE—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Idaho Broadcasting & Television Co.
Address.....Owyhee Hotel
Telephone 533
Transmitter Location.....4th Ave. & Roosevelt
Time on Air.....Unlimited
Representative.....Homer Griffith Co.

Personnel

General Manager.....Fentress H. Kuhn
Station and Commercial Manager .....Kenyon R. Bennett

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KIDO

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.
Owned-Operated By.....KIDO, Inc.
Address .....Hotel Boise
Phone Number.....660
Transmitter Location....4½ miles N.W. of City
Time on the Air.....6:00 a.m. to 12 midnight; Sunday: 7:00 a.m. to 12 midnight
News Service .....UP and AP
Transcription Service....World Broadcasting System, Standard
Representative.....John Blair & Company
Membership.....NAB, BMB

Personnel

President .....Georgia Davidson
General Manager.....Walter E. Wagstaff
Commercial Manager.....Boyd Braithwaite
Merchandising Manager.....Kieth Mathers
Program Director.....Hub Warner
Production Manager.....Wilder Wylie
Publicity Director.....Kieth Mathers
Chief Announcer.....Vern Moore
Chief Engineer.....Jimmy Johntz

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KBIO

BURLEY—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Jessica L. Longston
Address.....P.O. Box 499
Phone Number .....Burley 10
Transmitter Location.....1 mile W. of City on Highway 30
Time on the Air.....6:30 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service.....Standard Library
Representative .....Homer Griffith

Personnel

President-Owner.....Jessica L. Longston
General Manager.....Edward J. Jansen
Commercial Manager.....Frank Krahka
Program Director.....Katherine Lick
Chief Engineer.....Rodney Sams

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KVNI

COEUR d'ALENE—EST. 1946

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Coeur d'Alene Broadcasting Co.
Address.....Desert Hotel Bldg.
Transmitter Location.....Blackwell Island
Representative.....Gilman, Nicol & Ruthman

Personnel

President.....Burl C. Hagadone
Station Manager.....C. E. Rodell

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KID

IDAHO FALLS—EST. 1928

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK—KBS

Frequency: 1350 Kc.....Power: 5000 d.; 500 n.
Owned-Operated By.....Idaho Broad. Co.
Address.....Box 701
Phone Number 4
Studio Address.....Bonneville Hotel
Transmitter Location.....On Ammon Road
Time on the Air.....6:00 a.m. to 12 midnight
News Service .....UP
Transcription Service.....World, KBS
National Representative..Lewis H. Avery, Inc.
Membership.....NAB, BMB

Personnel

President.....Cecil Hart
General Mgr.-Station Mgr.....Arch Madsen
Commercial Manager-Merchandising Manager...Leonard Wasden

Program Director-Production Manager ..... Gene Ackerley
Publicity Director-Chief Announcer ..... Jimmy Lawrence
Musical Director ..... Beth West
Chief Engineer ..... C. N. Layne

KIFI

IDAHO FALLS—EST. 1947

ABC—GEM STATE—ROCKY MT.

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ... Eastern Idaho Broad. & Television Co.
Address ..... 339 Broadway
Phone Number 1054
Transmitter Location ..... Yellowstone H'way, 2 miles N. of Idaho Falls
Time on the Air ..... 6 a.m. to 12 midnight
Newspaper Affiliation ..... The Post Register
News Service ..... AP
Transcription Service ..... NBC Thesaurus
Representative ..... Homer Griffith Co.

Personnel

President-General Manager ..... J. M. Brady
Commercial Manager ..... Dan W. Kelly
Program Director ..... Clyde Abel
Chief Engineer ..... J. P. Sorensen

KRLC

LEWISTON—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE

Frequency: 1350 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... H. E. Studebaker
Address ..... Lewis-Clark Hotel Building
Phone Number 1950
Transmitter Location ..... Lewiston Orchards
Time on the Air ..... 6:30 a.m. to 11 p.m.
News Service ..... AP
Transcription Service .... World Broadcasting
Representative ..... Lang-Worth
Membership ..... NAB, BMB

Personnel

President-Owner ..... H. E. Studebaker
General Manager ..... Donald A. Thomas
National-Regional Sales Mgr. .... Donald Wike
Sales Promotion Manager .... William A. Dodel
Program Director ..... Virginia Taylor
Chief Announcer ..... Milton Cummings
Chief Engineer ..... Gene Wilson

KRPL*

MOSCOW—EST. 1946

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Interstate Radio, Inc.
Address ..... P.O. Box 101
Transmitter Location ..... Route 3
Time on the Air ..... 6:00 a.m. to 1:30 a.m.; Sunday: 9:00 a.m. to 9:30 p.m.
News Service ..... AP
Transcription Service .... M. M. Cole, Keystone
Membership ..... NAB (applying)

Personnel

President ..... Ted R. Ferrier
General Manager ..... Bert McAllister
Publicity Director ..... Bert McAllister

**Construction Permit*

KFXD

NAMPA—EST. 1929

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 580 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Frank E. Hurt & Son
Business Address .... 1024 Twelfth Ave., South
Phone Number 1200
Studio Addresses: 1024 Twelfth Ave., South; 809 Main St., Boise, Idaho
Transmitter Location ..... 3 miles So. of Meridian, Idaho
Time on the Air ..... 6 a.m. to 11 p.m.
News Service ..... UP-AP
Transcription Service: NBC Thesaurus; Lang-Worth
Representative ..... Louis H. Avery
Membership ..... NAB, BMB

Personnel

Pres.-Owner General Mgr. ..... Frank E. Hurt
Commercial Manager ..... Doyle H. Cain
Merchandising Manager ..... Doyle H. Cain
Publicity Director ..... Shirl Black
Chief Engineer ..... Edward P. Hurt
Record MC ..... Ralph Paulson

KEIO

POCATELLO—EST. 1946

ABC—ROCKY MOUNTAIN NETWORK
GEM STATE NETWORK

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ... Eastern Idaho Broad. & Television Co.
Address ..... Bannock Hotel
Phone Number 3400
Transmitter Location .. Cedar St. & Pole Line Rd.
Time on the Air ..... Unlimited
Newspaper Affiliation ..... The Post-Register
News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... Homer Griffith Co.
Membership ..... NAB, BMB

Personnel

President ..... J. M. Brady
General Manager ..... John Taylor
Chief Engineer ..... Lynn Johnson

KSEI

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc....Power: 1000 d.; 250 n.; (CP-5000) d. & n.
Owned-Operated By..... Radio Service Corporation
Address .....Yellowstone Highway
Phone Number 960
Transmitter Location....Yellowstone Highway (CP-Reservation & Philbin Roads)
Time on the Air.....6 a.m. to 12 midnight; Sundays, 7:00 a.m. to 12 midnight
News Service..... UP
Transcription Service...Standard, Lang-Worth, Cole
Representatives.....The Walker Co. (East); Homer Owen Griffith (West)
Membership.....NAB, BMB

Personnel

President.....O. P. Soule
General Mgr.-Station Mgr...Henry H. Fletcher
Commercial Manager.....Henry H. Fletcher
Merchandising Manager.....Olive M. Leeney
Chief Engineer.....Henry H. Fletcher

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(CALL LETTERS TO BE ASSIGNED) POCATELLO*

Frequency: 1490 Kc.....Power: 250 Watts
Permittee.....Pocatello Broadcasting Co.

*C.P.

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(CALL LETTERS TO BE ASSIGNED) POCATELLO*

Frequency: 1240 Kc.....Power: 250 Watts
Permittee.....Radio & Television Broad. Co.

*C.P.

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KLIX*

TWIN FALLS

Frequency: 1490 Kc.....Power: 250 Watts
Permittee.....Southern Idaho Broadcasting & Television Co.

*C.P.

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KTFI

TWIN FALLS—EST. 1928

NBC

Frequency: 1270 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Radio Broadcasting Corp.
Address .....241 Main Ave. W.
Phone Number..... 2400
Transmitter Location.....Highway No. 30, west of Twin Falls
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Standard Library, Lang-Worth
Representatives.....Weed & Co.; John Keating, Northwest Rep.
Membership.....NAB, BMB

Personnel

President.....O. P. Soule
General Mgr.-Station Mgr.....F. M. Gardner
Commercial Mgr.....Kenneth W. Montgomery
Sales Promotion Mgr.....L. Otto
Musical Dir.....Anne Streifus
Chief Engineer.....George Malone
Record MC.....John Eddington

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KVMV

TWIN FALLS—EST. 1946

MUTUAL-INTERMOUNTAIN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Sales Corp.
Address.....Idaho Theatre Bldg., 126½ Shoshone St., E.
Phone Number.....2002
Transmitter Location.....Highway 93
Time on the Air.....6:00 a.m. to 11:00 p.m.
News Service..... UP
Transcription Service.....World, Associated
Representative.....Lewis H. Avery, Inc.
Membership ..... NAB

Personnel

President and Station Mgr....Charles Crabtree
Commercial Manager .....Jack Thomas
Chief Engineer.....F. Ver Cox
Record MC.....Bruce Vanderhoof

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KWAL

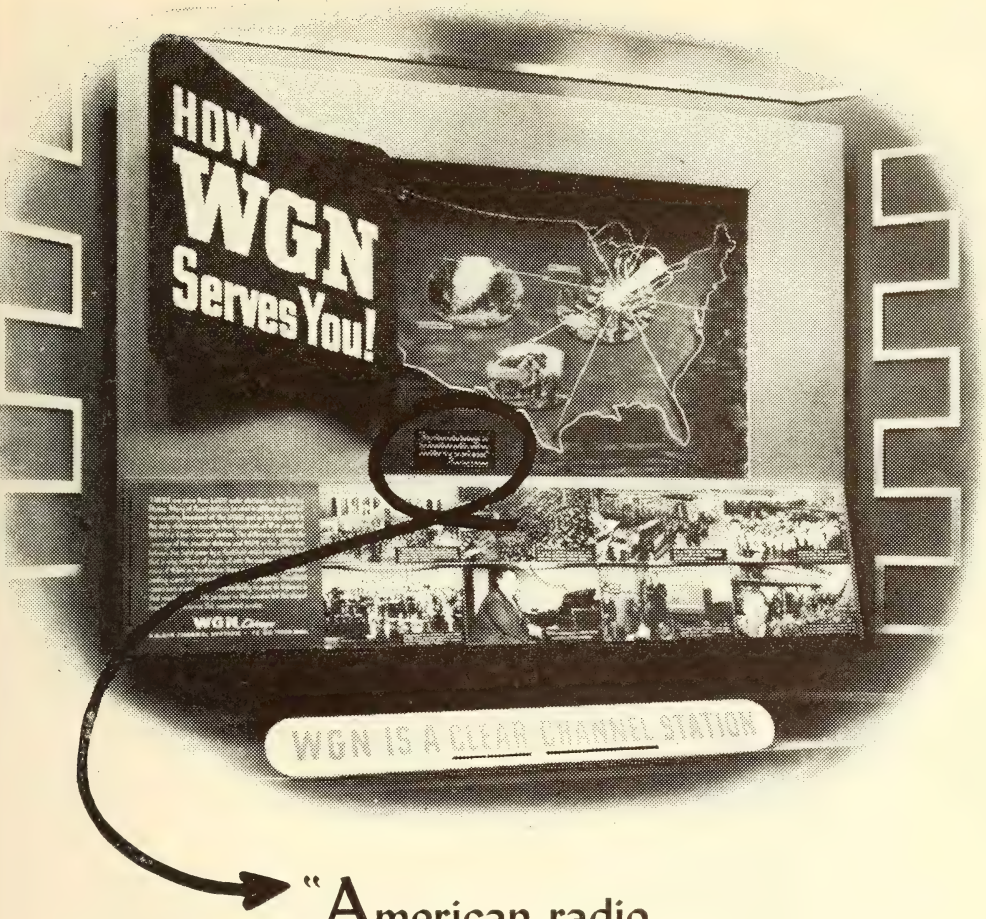
WALLACE—EST. 1939

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Silver Broadcasting Co., Inc.
Operated By.....R. G. Binyon
Address .....Tabor Bldg.
Phone Number..... 330
Transmitter Location.....Silverton, Idaho
Time on the Air.....7 a.m. to 12 midnight
News Service .....UP
Transcription Service...World Library, SESAC
Membership ..... BMB

Personnel

V.P.-General Manager.....R. G. Binyon
Chief Engineer.....Howard Olsen



"American radio belongs to the American people and we consider it a sacred trust."

COLONEL ROBERT R. McCORMICK

A Clear Channel Station... Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
411 W. Fifth St., Los Angeles 13 • 235 Montgomery St., San Francisco 4



WLS neighbors visiting our tent at the Wisconsin State Fair

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Ottawa Township High School Students visiting WLS Dinner Bell and other programs

SOME OF THE PEOPLE WHO WRITE US A MILLION LETTERS A YEAR . . .

For further facts about our 14,000,000 Midwest folks and their response to WLS advertisers, see a John Blair man or write—

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER *President*

GLENN SNYDER *Manager*

A Clear Channel Station

MANAGEMENT AFFILIATED WITH

The Arizona Network

ALL STATIONS AFFILIATED WITH CBS

KSUN
Bisbee-Lowell-Douglas
Carl Morris, Mgr.
1230 Kilocycles
250 Watts

PHOENIX
KOY
550 KILOCYCLES

KTUC
TUCSON
Lee Little, Mgr.
1400 Kilocycles
250 Watts

Both WLS and the Arizona Network are represented by John Blair & Company

ILLINOIS

Estimated Population 8,286,362—Radio Homes 2,250,328
Stations in State 48

WMRO

AURORA—EST. 1938

KBS

Frequency: 1280 Kc.....Power: 250 d., 100 n.
Owned-Operated By.....Martin R. O'Brien
Address.....34 S. River St.
Phone Number.....Aurora 4215
Transmitter Location.....N. Lake St. Rd.
Time on the Air....Local sunrise to local sunset
News Service..... AP
Transcription Service.....Keystone, World, Standard

Personnel

Owner-Manager.....Martin R. O'Brien
General Mgr.-Station Mgr....Martin R. O'Brien
Commercial Manager.....Vincent G. Cofey
Sales Promotion or Merchandising Manager .....Vincent G. Cofey
Program Director.....Dorothy N. O'Brien
Production Manager.....Dorothy N. O'Brien
Publicity Director.....V. G. Cofey
Chief Announcer.....Michael O'Brien
Musical Director.....Dorothy N. O'Brien
Chief Engineer.....Arthur W. Joswick

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WIBV

BELLEVILLE—EST. 1946

Frequency: 1060 Kc.....Power: 250 w. d. only
Owned-Operated By.....Belleville Broad. Co.
Address.....2100 W. Main St.
Transmitter Location.....2100 W. Main St.
Time on the Air...Local sunrise to local sunset
News Service.....AP

Personnel

General Manager.....Paul A. Wnorowski
Commercial Manager.....Paul A. Wnorowski
Program Director.....Joseph Yaegel
Chief Announcer.....John Lewis
Musical Director.....Marvin True
Chief Engineer.....John Schultz

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WJBC

BLOOMINGTON—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..A. M. McGregor, Hugh L. Gately
Business Address.....209½ E. Washington
Phone Number.....2635-0
Transmitter Location.....West Gregory Ave. Normal, Ill.
Time on the Air.....6 a.m. to 11:05 p.m.
Transcription Service.....Lang-Worth
News Service .....UP
Representative .....Sears and Ayer, Inc.
Membership ..... NAB

Personnel

Owners.....A. M. McGregor & Hugh L. Gately
Executive Secretary.....Marion Gillespie
Station Manager.....A. M. McGregor
Commercial Manager.....Hugh L. Gately
Chief Engineer.....Fred Baily

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WKRO

CAIRO—EST. 1942

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....324 B'way, Cape Girardeau, Mo.
Phone Number.....1490
Transmitter Location .....Cairo
Time on the Air.....6:00 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.
News Service .....UP
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

Owner-General Mgr.....Oscar C. Hirsch
Station Manager.....Merrill C. Currier

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WCIL

CARBONDALE—EST. 1946

Frequency: 1020 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Southern Illinois Broadcasting Partnership
Address.....219 W. Main St.
Phone Number.....167
Transmitter Location.....2½ miles W. of Carbondale
Time on the Air...Local sunrise to local sunset
News Service .....AP
Transcription Service..... World
Representative.....Howard H. Wilson
Membership .....NAB

Personnel

General Manager.....Paul F. McRoy
Commercial Manager.....Walter Schafer
Chief Engineer.....Marion Sawyer

WCAZ

CARTHAGE—EST. 1921

MISSISSIPPI VALLEY NETWORK

Frequency: 990 Kc.... Power: 1000 w. d. only
Owned-Operated By....Superior Broadcasting Service, Inc.
Business Address.....Marine Trust Co. Bldg.
Phone Number..... 520
Studio Address.....Carthage; Macomb, Ill.
Transmitter Location.....RFD, Carthage, Ill.
Time on the Air.....Daytime
Transcription Service.....Capitol
News Service .....UP
Representative.....Homer Griffith
Membership ..... BMB

Personnel

President-Chief Engineer.....Bob Compton
Station-Commercial Manager.....John Palmer
Program Director.....Antoinette Palmer

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WCNT

CENTRALIA—EST. 1946

Frequency: 1210 Kc....Power: 1000 w. d. only
Owned-Operated By.....Hobart Stephenson
Address.....Centralia, Ill.
Phone Number.....234
Transmitter Location.....U.S. Highway 51, N.
Time on the Air...Local sunrise to local sunset
News Service .....UP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Adam Young

Personnel

President-Owner .....Hobart Stephenson
General Manager .....Hobart Stephenson
Commercial Manager.....J. L. Fredericks
Program Director.....Anne Collins
Publicity Director.....Doris Green
Chief Announcer.....Jay Giles
Musical Director.....Clarence Lewis
Chief Engineer.....Hobart Stephenson, Jr.
Record MC.....Jim Travis

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WDWS

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Champaign News-Gazette, Inc.
Address ..... 48 Main St.
Phone Number 6-1855
Transmitter Location.1 mile south of Champaign
Time on the Air.....16 hours
Newspaper Affiliation .....Champaign News-Gazette
News Service .....UP
Transcription Service .....World
National Sales Office....360 N. Michigan Ave., Chicago
National Representative.....Advertising Time Sales Co.

Personnel

Station Manager.....Marajen S. Horton
Sales Manager.....Frank R. Mills
Program Director.....Katherine Scheurich
Chief Engineer.....Jack R. Baum

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WAAF

CHICAGO—EST. 1922

Frequency: 950 Kc.....Power: 1000 w. d. only
Owned-Operated By....Drover's Journal Publishing Co.
Address .....Palmer House
Phone Number .....Randolph 1932
Transmitter Location.....Exchange Bldg., Union Stock Yards
Newspaper Affiliation.....Drovers Journal Publishing Co., Inc.
Time on the Air.....6:00 a.m. to local sunset
News Service.....UP, AP, Transradio
Transcription Service.....Standard Radio
Representative....George P. Hollingbery Co.
Membership ..... NAB

Personnel

President .....Ward A. Neff
General Mgr.-Station Mgr..Bradley R. Eidmann
Commercial Manager.....Bradley R. Eidmann
Merchandising Manager....Nicholas E. Frank
Publicity Director.....Vivian A. Bradshaw

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WAIT

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station WAIT
Address.....360 N. Michigan Avenue
Phone Number .....Franklin 0660
Transmitter Location.....Church Road, Elmhurst, Ill
Time on the Air.....Local sunrise to sunset
News Service.....UP, Transradio
Transcription Service .....World, Associated, SESAC
Representative.....Howard Wilson Co.

Personnel

General Manager.....Gene T. Dyer
Station Manager.....Earl Withrow
Program Director.....Lorraine Dwyer
Chief Engineer.....Ellery Plotts

WBBM

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
Owned-Operated By....The Columbia Broadcasting System, Inc.
Address .....410 North Michigan Ave.
Phone .....Whitehall 6000
Transmitter Location.....Itasca, Ill.
Time on the Air.....4:30 a.m. to 1:35 a.m.
News Service.....AP; INS; UP
Transcription Service.....Lang-Worth, World, Associated Recorded Program Service
Representative .....Radio Sales
Membership.....NAB, BMB

Personnel

President.....William S. Paley
General Manager.....H. Leslie Atlass
Station Manager .....Frank Falknor
Commercial Manager.....E. H. Shomo
Sales Promotion-Merchandising Manager.....Robert J. Savage
Program Director.....Walter Preston
Production Manager.....Al Morey
Publicity Director.....Don Kelley
Chief Announcer.....Bob Cunningham
Musical Director.....Caesar Petrillo
Chief Engineer.....George Sherman
Record MC.....Jim Conway

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WCFL

CHICAGO—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1000 Kc.....Power: 10000 Watts
Owned-Oper. By..Chicago Federation of Labor
Address.....666 Lake Shore Drive
Phone Number.....Superior 5300
Transmitter Location...Downers Grove, Illinois
Time on the Air...6:00 a.m. to 12:00 Midnight; Sundays, 7:45 a.m. to 12 midnight.
News Service.....UP
Transcription Service....World Broadcasting
Representative.....The Katz Agency

Personnel

Commercial and Sales Manager..M. B. Wolens
General Manager.....Maurice Lynch
Sales Promotion Manager....Melvin B. Wolens

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WCRW

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Phone Number.....Diversey 4440
Transmitter Location.....2756 Pine Grove Ave.
Time on the air.....11 a.m. to 2 p.m.; 5 p.m. to 7 p.m.

Personnel

Owner.....Clinton R. White
General Manager.....J. A. White
Chief Announcer.....Randall C. Goff
Chief Engineer.....Clinton R. White

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WEDC

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Address.....3860 W. Ogden Ave.
Phone Number.....Crawford 4100-2436
Transmitter Location.....3860 W. Ogden Ave.
Time on the Air....8:30 a.m. to 10 a.m.; 3:30 to 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.
News Service .....UP
Membership .....NAB

Personnel

President .....Emil Denemark
General Mgr.-Station Mgr.....Frank J. Kotnour
Commercial Manager.....Frank J. Kotnour
Merchandising Manager.....Frank J. Kotnour
Program Director-Publicity Director..Bill Mack
Chief Announcer.....Bill Mack
Musical Director.....William P. Brady
Chief Engineer.....Chester Lweicki

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WENR

CHICAGO—EST. 1923

AMERICAN BROADCASTING CO.

Frequency: 890 Kc.....Power: 50000 Watts
Owned-Operated By...American Broadcasting Company
Address.....20 No. Wacker Dr.
Phone Number.....Delaware 1900
Studio Address.....Merchandise Mart, 222 W. N. Bank Dr.
Transmitter Location.....Tinley Park, Ill.
Time on the Air: Monday thru Friday, 3:00 p.m.-6.00 p.m. and 800 p.m.-1:00 am.; Saturday, 3:00 p.m.-6:00 p.m and 12:00 Midnight-100 am.; Sunday, 12:00 Noon to 7:00 p.m. and 8:00 p.m.-1:00 a.m.
News Service.....AP; INS; UP
Transcription Service.....Standard Radio
Representative.....Roy McLaughlin
Membership.....NAB, BMB

Personnel

Vice-Pres. in charge of ABC Central Division.....E. R. Borroff
General Manager.....C. T. Hagman
Station Manager.....Roy McLaughlin
Sales Manager.....Roy McLaughlin
Sales Promotion Manager.....Karl R. Sutphin

Program Director.....Harold Stokes
Production Manager.....Fred Kilian
Publicity Director.....Elliott W. Henry
Announcers' Supervisor.....Ed Kasser
Musical Director.....Rex Maupin
Chief Engineer.....E. C. Horstman
Public Service Director.....Robert B. White

WGES

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned and Operated....Radio Station WGES
Address.....2708 W. Washington Blvd.
Phone Number.....Sacramento 1700
Transmitter Location.....86th & Kedzie Ave.
Time on the Air..7:00 a.m. to 12:00 midnight
News Service.....UP
Transcription Service.....World

Personnel

President-General Mgr.....John A. Dyer
Commercial Manager.....E. M. Hinzman
Production Manager.....K. P. Freda
Program Director.....Herbert Rudolph
Chief Engineer.....Ellery L. Plotts

WGN

CHICAGO—EST. 1924

MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts
Owned-Operated By.....WGN, Inc
Address.....441 N. Michigan Ave.
Phone Number.....Superior 0100
Transmitter Location.....Roselle, Illinois
Time on the Air.....5:30 a.m. to 1:05 a.m.
Newspaper Affiliation....The Chicago Tribune
News Service.....AP, UP, INS, Reuters
Transcription Service.....World Broadcasting System, Thesaurus, Standard Radio
Representative.....Keenan & Eickelberg
Membership.....BMB

Personnel

President.....Col. Robert R. McCormick
General Manager.....Frank P. Schreiber
Assistant to the Manager.....Paul C. Brines
Commercial Manager.....Wm. A. McGuineas
Merchandising Manager.....Wm. C. Meyers
Program Director.....Buckingham W. Gunn
Production Manager.....Edmund Kahn
Publicity Director.....Bruce Dennis
Continuity Director.....Francis Coughlin
Musical Director.....Henry Weber
Chief Engineer.....Carl Meyers

See Page 387

WIND

CHICAGO—EST. 1927

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By...Johnson-Kennedy Radio Corp.
Business Address...230 North Michigan Ave.
Phone Number.....State 4176
Studio Address.....230 N. Michigan Ave., Chicago, Ill.; 504 Broadway, Gary, Ind.
Transmitter Location.....Gary, Ind.
Time on the Air.....24 Hours a Day
Newspaper Affiliation....Chicago Daily News
News Services.....AP, INS, UP
Transcription Service.....Standard, World and Thesaurus
Representative.....John E. Pearson Co.
Membership.....NAB

Personnel

President-Owner.....Ralph L. Atlass
General Mgr.-Station Mgr.....Ralph L. Atlass
Commercial Manager.....John T. Carey
Merchandising Manager.....John D. Morgan
Program Director.....Howard Miller
Production Manager.....Easter Straker
Chief Engineer.....Kenneth Shirk
Record MC.....Russ Patch

WLS

CHICAGO—EST. 1924

AMERICAN BROADCASTING CO.

Frequency: 890 Kc.....Power: 50000 Watts
Owned-Operated By...Agricultural Broadcasting Co.
Address.....1230 W. Washington Blvd.
Phone Number.....Monroe 9700
Transmitter Location.....Tinley Park, Ill.
Time on the Air.....5 a.m. to 4:30 p.m.; Saturdays: 6:30 p.m. to 12 p.m.; Sundays: 5 a.m. to 4:45 p.m.; 6:00 p.m. to 8:00 p.m.; Weekdays: 8:00 a.m. to 12 noon; 7 p.m. to 8:00 p.m.
News Service.....AP, UP, Transradio
Transcription Service.....Standard
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....Burridge D. Butler
General Mgr.-Station Mgr.....Glenn Snyder
Sales Manager.....Charles M. Freeman
Sales Promotion Mgr.....Donald E. Finlayson
Program Director.....Harold Safford
Production Manager.....Al Boyd
Publicity Director.....Wilma Gwilliam
Musical Director.....Osgood Westley
Chief Engineer.....Tom Rowe

See Page 388

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts
Owned-Operated By.....Field Enterprises, Inc.
Address.....230 North Michigan Ave.
Phone Number.....STAte 5466
Transmitter Location.....Des Plaines, Illinois
Time on the Air: 4 a.m. to sundown, Salt Lake City, Utah
Transcription Service.....Capitol, Cole
Newspaper Affiliation.....Chicago Sun
News Service.....AP, UP
Representative.....Avery-Knodel, Inc.
Membership ..... NAB

Personnel

President.....Marshall Field
General Mgr.-Station Mgr.....Arthur F. Harre
Commercial Manager.....Frederick G. Harm
Merchandising Manager.....Edward Short
Program Director.....Arthur F. Harre
Production Manager.....Mark Russell
Publicity Director.....Edward Short
Musical Director.....Kennedye Nelson
Chief Engineer.....Walter F. Myers
Record MC.....Ernie Simon

WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc.....Power: 50000 Watts
Owned-Operated By
National Broadcasting Co., Inc.
Address..... Merchandise Mart
Phone Number.....Superior 8300
Transmitter Location.....Elmhurst, Ill.
Time on the Air.....5:30 a.m. to 1 a.m.; Sundays, 8:00 a.m. to 1:00 a.m.
News Service.....AP, INS, UP
Transcription Service.....NBC Thesaurus
Representative.....NBC Spot Sales
Membership .....NAB

Personnel

President .....Niles Trammell
General Manager.....I. E. Showerman
Business Manager.....John F. Whalley
Sales Manager.....Oliver Morton
Sales Promotion Mgr.....Emmons C. Carlson
Program Manager.....Jules Herbuveaux
Publicity Director.....Jack Ryan
Musical Director.....Joseph Gallicchio
Chief Engineer.....Howard C. Luttgens
Director of Public Service.....Judith Waller
Director, News & Special Events..Wm. R. Ray

MORE SELLING POWER!

NOW
20,000 WATTS

SOON
50,000 WATTS

WJJD

CHICAGO

A *Marshall Field* STATION

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

WMBI*

CHICAGO—EST. 1926

Frequency: 1110 Kc.....Power: 5000 w. d. only
Owned-Operated By.....The Moody Bible Institute of Chicago
Address.....153 Institute Place
Phone Number.....Michigan 1570
Transmitter Location.....Addison, Ill.
Time on the Air...Local sunrise to local sunset
News Service.....UP
Transcription Service.....World
Membership.....NAB, BMB

Personnel

General Manager.....Robert L. Constable
Program Director.....Robert Parsons
Supervisor of Production.....Pierce Hiscock
Director of Public Relations....Russell T. Hitt
Supervisor of Announcers.....Harlan Harris
Supervisor of Music.....Sheldon Fardig
Chief Engineer.....A. P. Frye
Supervisor of Continuity.....Miron Canaday
Supervisor of Traffic.....Stanley Payne
Supervisor of Children's Programs.....Theresa Worman

**Non-Commercial Station*

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WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WSBC
Address.....2400 West Madison St.
Phone Number.....Monroe 9060
Transmitter Location....2400 West Madison St.
Time on the Air.....6:00 a.m. to 8:30 a.m.; 2:00 p.m. to 3:30 p.m.; 8:00 p.m. to 10 p.m.; 11:00 p.m. to 12 midnight
News Service.....UP
Transcription Service.....SESAC, MacGregor, M. M. Cole
Representative.....Forjoe & Co.

Personnel

General Manager.....Robert O. Miller
Commercial Manager.....Julius Miller
Sales Promotion Manager.....M. V. Baker
Program Director.....Robert O. Miller
Publicity Director.....Mendel Kochanski
Musical Director.....Arnold B. Miller

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WHFC

CICERO—EST. 1925

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHFC, Inc.
Address.....2136 S. 61st St. Ct.
Phone Number..Lawndale 8228; Olympic 4305
Transmitter Location.....2136 S. 61st St. Ct.
Time on the Air.....7:00 a.m.-12 Midnight
News Service.....UP
Transcription Service.....Langworth, SESAC
Membership.....NAB

Personnel

President.....R. W. Hoffman
General Manager.....M. E. Clifford
Station Manager.....F. J. Summers
Commercial Manager.....R. W. Hoffman
Program Director.....J. Ostrode
Musical Director.....Frank Linhart
Chief Engineer.....E. P. Hayes

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WDAN

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Address.....Hotel Wolford
Phone Number.....1700-1
Transmitter Location....1500 Washington Ave.
Time on the Air.....6:45 a.m. to 10:15 p.m.; Sunday: 8 a.m. to 10:45 p.m.
Newspaper Affiliation.....Danville Commercial News
News Service.....UP
Transcription Service.....World
Representative.....J. P. McKinney & Son
Membership.....NAB, BMB

Personnel

General Manager.....E. C. Hewes
Station Manager.....Robert J. Burow
Commercial Manager.....Robert J. Burow
Merchandising Manager.....Robert J. Burow
Program Director.....Honore E. Ronan
Publicity Director.....Shirley Mauck
Chief Announcer.....Max Shaffer
Chief Engineer.....Ted Magin

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WSOY

DECATUR—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Commodore Broadcasting, Inc.
Address.....351-357 No. Main St.
Phone Number.....5371-2
Transmitter Location...1891 No. Oakland Ave.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
Newspaper Affiliation....Decatur Newspapers Inc.
News Service.....AP
Transcription Service.....Standard Radio, Associated

Representative .....Weed & Co.
Membership.....NAB, BMB

Personnel

President.....Frederick W. Schaub
General Manager.....Merrill Lindsay
Commercial Manager.....Charles F. Bruce
Program Director.....Bernard Johnson
Publicity Director.....Mary Estelle Hayes
Chief Announcer.....Bernard Johnson
Chief Engineer.....Paul A. Wnorowski

•

W T M V

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Mississippi Valley Broadcasting Co., Inc.
Address...Broadview Hotel, 5th and Broadway
Phone Number....East 4390 and Bridge 3424
Studio Address.....Broadview Hotel, East St. Louis, Mo.; Arcade Bldg., St. Louis, Mo.
Transmitter Location.....Broadview Hotel, 5th and Broadway
Time on the Air..... Full Time
News Service .....UP
Transcription Service .....World
Representative .....The Walker Co.
Membership.....NAB, BMB

Personnel

President .....Myles H. Johns
General Manager.....Michael Henry
Station Manager.....Michael Henry
Commercial Manager....Frank J. Prendergast
Merchandising Manager.....Dodd Boyer
Program Director.....Paul M. Enright
Production Manager.....Dodd Boyer
Publicity Director.....Dodd Boyer
Musical Director.....William H. Hart
Chief Engineer.....Erle E. White

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(CALL LETTERS TO BE ASSIGNED)
EVANSTON*

Frequency: 1500 Kc.....Power: 1000 Watts
Permittee .....Evanston Broadcasting Co.

**C.P. Application*

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W G I L

GALESBURG—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Galesburg Broadcasting Co.
Address.....Hill Arcade Bldg.
Phone Number.....4626 Main
Transmitter Location.....Hill Arcade Bldg.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Daily Galesburg Register-Mail
News Service.....UP
Transcription Service.....Standard Radio and SESAC
Representative.....Don Cooke, Inc.
Membership.....NAB, BMB

Personnel

President.....Klaus Nordgren
General Mgr.-Station Mgr.....Klaus Nordgren
Commercial Manager.....Robert Lundeen
Merchandising Manager.....Robert Lundeen
Program Director.....Ken Schleifer
Production Manager.....Ken Schleifer
Publicity Director.....Elizabeth Ann Harler
Chief Announcer.....Owen Buck
Musical Director.....Rosemary Lundeen
Chief Engineer.....Marion F. Sawyer
Record MC.....Owen Buck

•

W E B Q

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Harrisburg Broad. Co.
Address.....100 East Poplar St.
Phone Number.....28
Transmitter Location.....100 East Poplar St.
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Representative.....Howard H. Wilson & Co.
Membership.....NAB, BMB

Personnel

General Mgr.-Station Mgr.....Inglis M. Taylor
Commercial Manager.....Ken Hamilton
Merchandising Manager.....Ken Hamilton
Program Director.....Wanda R. Owen
Production Mgr.-Publicity Mgr.....Eddie Wise
Musical Director.....Wanda R. Owen
Chief Engineer.....Joseph R. Tate
Record MC.....Jim Duncan

•

W J P F

HERRIN—EST. 1940

MUTUAL—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Orville W. Lyerla
Address .....Herrin, Ill.
Phone Number.....382 and 383
Transmitter Location.....Herrin, Ill.
Time on the Air.....6 a.m. to 12 midnight; Sunday: 6:45 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....Orville W. Lyerla
General Mgr.-Station Mgr.....Chas. R. Cook
Commercial Manager.....Fred Simmons
Program Director.....Doug Hadley
Production Manager.....Betty J. Strong
Publicity Director.....Fred J. Reinhardt
Chief Announcer.....James C. Harper
Chief Engineer.....Gino Monaco

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WLDS

JACKSONVILLE—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1180 Kc.....Power: 250 Watts (CP-1000) d. only
Owned-Operated By.....Milton Edge, E. J. Korsmeyer
Address .....Fox-Illinois Theater Bldg.
Phone Number.....1180
Transmitter Location.....E. State Rd.
Time on the Air...Local sunrise to local sunset
News Service.....UP
Transcription Service.....Standard Radio
Membership ..... NAB

Personnel

Owners.....Milton Edge, E. J. Korsmeyer
General Mgr.-Station Mgr.....E. J. Korsmeyer
Sales or Commercial Manager....Nate Egner
Chief Engineer.....G. J. Cassens
Record MC.....Bill Meyer

•

WJOL

JOLIET—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Joliet Broadcasting Co.
Address.....601 Walnut St., Joliet & 362 E. Court St., Kankakee, Ill.
Phone Number 4761
Transmitter Location....601 Walnut St., Joliet
Time on the Air.....7 a.m. to midnight
News Service.....UP, Transradio
Transcription Service.....World Library
Representative.....Joseph Hershey McGillvra
Membership ..... BMB

Personnel

Vice-Pres.-General Mgr.....R. L. Bowles
Program Director.....Charles Mormtain
Chief Engineer.....Robert Schmidt

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WKAN

KANKAKEE—EST. 1946

Frequency: 1320 Kc....Power: 1000 w. d. only
Owned-Operated By.....Kankakee Daily Journal Co.
Address.....183 N. Schuyler Ave.
Transmitter Location.....Highway 113-S 3 miles N.W. of Kankakee
Time on the Air...Local sunrise to local sunset
Newspaper Affiliation.....Kankakee Daily Journal Co.
News Service.....AP

Personnel

General Manager.....Burnell Small
Station Manager.....Bruce Brown
Chief Engineer.....Robert Harrell

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WLBH

MATTOON—EST. 1946

Frequency: 1170 Kc.....Power: 250 w. d. only
Owned-Operated By.....Mattoon Broad. Co.
Address.....17th & Broadway Ave.
Phone Number.....3997
Studio Address.....National Bank Bldg., 1632½ Broadway
Transmitter Location....1 mile N. of Mattoon on Highway 45
Time on the Air...Local sunrise to local sunset
News Service.....AP
Transcription Service.....Sandard

Personnel

Pres. and Gen. Mgr.....Ray Livesay
Commercial Manager.....Rolland Looper
Chief Announcer.....Larry King
Musical Director.....Gene McCormick
Chief Engineer.....Ray Livesay
Record MC.....Bob Guess

•

WQUA

MOLINE—EST. 1946

MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Moline Broadcasting Co.
Address .....Radio Center
Phone Number.....Moline 7000
Transmitter Location.....7th St. Extension
Time on the Air.....6 a.m. to 12 midnight; Sunday: 8 a.m. to 12 midnight
News Service.....AP
Transcription Service .....World
Representative.....Howard H. Wilson Co.
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Bruff W. Olin, Jr.
Commercial Manager.....Marvin L. Rosene
Production Manager.....Don L. Stevens
Chief Engineer.....George W. Travis

WSIV

PEKIN—EST. 1946

Frequency: 1140 Kc.....Power: 250 w. d. only
Owned-Operated By...Pekin Broadcasting Co.
Address .....Arcade Bldg.
Phone Number.....1747-1539
Transmitter Location.....Route 98, 4 miles N. of Pekin
Time on the Air.....6:30 a.m. to local sunset
News Service.....AP
Transcription Service.....Standard, SESAC
Representative.....Sears & Ayer
Membership ..... NAB

Personnel

Owners.....W. K. Patterson, G. C. Udry, E. L. Prabdoni
General Manager.....W. Kenneth Patterson
Commercial Manager.....J. Ed Henry
Program Director.....Les Carmichael
Musical Director.....Charles Timm
Chief Engineer.....Emil L. Prandoni

WEEK

PEORIA—EST. 1946

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..West Central Broad. Co.
Address.....1001 Commercial Bank Bldg.
Phone Number 3-3688
Transmitter Location.....Bartonville, Ill.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....World, Capitol
Representative.....The Katz Agency

Personnel

Chairman of the Board.....Robert S. Kerr
President.....E. K. Gaylord
General Manager.....Edgar T. Bell
Station Manager.....Stanley E. White
Commercial Manager.....Fred L. Vance
Program Director.....Harry Eldred
Production Manager.....Martin Bouhan
Musical Director.....Herman Hampy
Chief Engineer.....E. C. Callahan

WIRL

PEORIA—EST. 1947

ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned By....Illinois Valley Broadcasting Co.
Business Address.912 Central Nat'l Bank Bldg.
Phone Number.....33881
Transmitter Location.....4½ miles S. of Peoria Coal Ho'low Rd.

Personnel

President-Owners.....Edward J. Altorfer, John H. Altorfer, John M. Camp, Katherine A. Swain, Timothy W. Swain
General Manager.....John M. Camp

WMBD

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By..Peoria Broadcasting Co.
Address.....First National Bank Bldg.
Phone Number.....7133
Transmitter Location.....Highway No. 29.
Time on the Air.....19¾ hours daily;
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President.....Edgar L. Bill
General Manager.....Edgar L. Bill
Exec. Vice-President.....Charles C. Caley
Merchandising Manager.....Howard G. Bill
Chief Engineer.....A. James Ebel

WMMJ

PEORIA—EST. 1946

Frequency: 1020 Kc....Power: 1000 w. d. only
Owned-Operated By.....Mid-State Broad. Co.
Address.....Fulton at Jefferson
Phone Number.....8527
Transmitter Location.....Highview Rd.,
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....Standard, SESAC
Representative.....John E. Pearson Co.

Personnel

President and Gen. Mgr.....Wm. J. Kutsch
Commercial Manager.....Albert E. Kauffman
Chief Engineer.....T. A. Giles

WWXL

PEORIA—EST. 1947

Frequency: 1580 Kc..Power: 1000 Watts d. only
Owned-Operated By....Central Illinois Radio Corp.
Business Address.....Hotel Jefferson
Phone Number.....9106
Transmitter Location.....Creve Coeur
Time on the Air.....6 a.m. to local sunset
News Service.....INS, UP
Transcription Service.....Associated, SESAC
Membership .....NAB

Personnel

President-Owner.....Joseph H. Giddan
Commercial Manager.....A. B. Kershenbaum
Chief Engineer.....Chuck Bilyue

WTAD

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

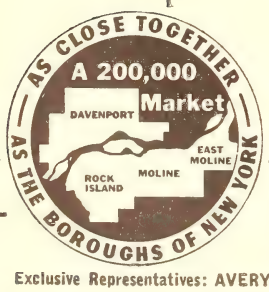
Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By...Lee Broadcasting, Inc.

WHBF

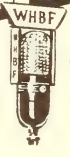
Serving the QUAD-CITIES plus Western Illinois and Eastern Iowa

NOW . . . WHBF is QUAD-CITIES' Basic ABC Station!

- The only ABC station that can be consistently heard in the Quad-City Metropolitan Area.
- WHBF shows a BETTER BMB Audience Report than does any other Quad-City Radio Station. Ask for it!
- Covering the largest metropolitan market in Illinois and Iowa, outside of Chicago.
- WHBF's primary area reaches 401,610 radio homes — $561 million annually in retail sales.
- The average family income in the Quad-Cities last year was over $4,000.
- WHBF is the first station in the Quad-City area to apply for and receive an F.M. grant.



1270 KC **WHBF** 5000 Watts Full Time and WHBF-FM



LES JOHNSON
Vice-President & General Manager

Affiliate of
ROCK ISLAND ARGUS

Exclusive Representatives: AVERY-KNODEL, INC. • New York • Chicago • Los Angeles • San Francisco

Address.....W.C.U. Bldg., 510 Main St.
Phone Number.....6200
Transmitter Location.....Quincy Gardens, 3 miles So. of Quincy
Time on the Air.....6 a.m. thru 12:05 a.m.; Sunday, 6:30 a.m. to 12:05 a.m.
News Service.....AP; UP
Newspaper Affiliation....Mason City Globe Gazette
Transcription Service .....Standard
Representative.....Weed & Co.
Membership.....NAB, BMB

Personnel

Secretary-Treasurer.....F. C. Eighmey
General Manager.....F. C. Eighmey
Asst. to Gen. Manager.....George Arnold
Commercial Manager for Lee Stations.....W. T. Burghart
Director of National Sales... W. J. Rothschild
Merchandising Manager.....Gerald Staten
Program Director.....Merritt Milligan
Production Manager.....C. Arthur Fifer
Publicity Director.....Gerald Staten
Chief Announcer.....Merritt Milligan
Musical Director.....Jean Fessler
Technical Director.....Leo Born
Chief Engineer.....Urlin Whitman
Record MC.....Hal Barton

•

WROK

ROCKFORD—EST. 1923

ABC

Frequency: 1440 Kc.....Power: 1000 d. 500 n.
Owned-Operated By....Rockford Broadcasters, Inc.
Address.....News Tower
Phone Number.....Main 5632
Transmitter Location.....Kilburn Ave. Rd.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Rockford Morning Star, Rockford Register Republic
News Service.....UP
Transcription Service .....World
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....A. G. Simms
General Manager.....Walter Koessler
Commercial Manager.....John J. Dixon
Sales Promotion.....Wm. R. Traum
Program Director.....Morey Owens
Musical Director.....Lorna Lane
Chief Engineer.....W. A. Smith
Record MC.....Martin Bouhan

WHBF

ROCK ISLAND—EST. 1925

ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Rock Island Broad. Co.
Address.....1800 Third Ave., Moline, Ill.
Phone Number 918
Transmitter Location...23rd Ave. and 53rd St., Moline, Ill.
Time on the Air.....6 a.m. to 12 midnight; Sundays: 7:55 a.m. to 12 midnight
Newspaper Affiliation..The Rock Island Argus
News Service.....AP, UP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....Lewis H. Avery, Inc.
Membership.....NAB, BMB

Personnel

President.....John W. Potter
Vice-Pres. and Gen. Mgr.....Leslie C. Johnson
Commercial Manager.....Maurice J. Corken
Merchandising Manager....Maurice J. Corken
Program Director.....Ted Arnold
Production Chief.....Bill Selah
Publicity Director.....Ferne Hawks
News Director.....Charles Harrison
Chief Engineer.....Robert J. Sinnett

To WROK . . .

for PROMOTION in '46

☆

★ 1st Prize in Promotion Contest for "Counterspy."

★ City College of New York All-Over Promotion, Honorable Mention.

★ 1st Prize in Promotion Contest for Longines-Wittnauer series.

★ Annual ABC Award for Outstanding Promotion (To WROK for 3rd year).

★ One of Top Ten ABC Stations in Tom Breneman Promotion.

☆

ABC in **ROCKFORD, ILLINOIS**

1000 w V *HEADLEY-REED*

WCVS*

SPRINGFIELD—EST. 1922

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Operated By.....WCBS, Inc.
Address.....523 E. Capitol Ave.
Phone Number.....9855
Transmitter Location.....3000 S. 4th St., Southern View
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation ....Illinois State Journal
News Service.....AP
Transcription Service .....World, C. P. MacGregor Co.
Representative.....Sears & Ayer, Inc.
Membership.....NAB, BMB

Personnel

President.....Harold L. Dewing
Manager-Station Mgr.....Carroll W. Neeld
Commercial Manager.....Carroll W. Neeld
Publicity Director.....John W. Midgley
Musical Director.....John Geil
Chief Engineer.....Harold L. Dewing

**Formerly WCBS*

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WTAX

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....WTAX, Inc.
Address.....117-119 So. Fifth St.
Phone Number.....2-4441
Transmitter Location.....117-119 S. 5th St.
Time on the Air.....18 hours daily
News Service.....UP
Transcription Service.....Thesaurus
Representative .....Weed & Co.
Membership.....NAB, BMB

Personnel

President and Manager.....Oliver J. Keller
Assistant Manager.....Jay A. Johnson
Program Director.....Gladys McGrew
Merchandising Manager.....Clarence Evans
Chief Engineer.....E. Swaringen

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WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....WDZ Broadcasting Company
Address.....101½ N. Main St.
Phone Number.....431
Transmitter Location....1½ miles N.-1 mile E. Junction, U. S. 36 and 45
Time on the Air.....Sunrise to local sunset
News Service .....UP
Transcription Service.....M. M. Cole
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....Edgar L. Bill
General Manager.....R. L. Stufflebam
Program Director.....F. H. Booton
Chief Engineer.....A. James Ebel
Record MC.....Bill Miller

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WILL*

URBANA—EST. 1322

Frequency: 580 Kc.....Power: 5000 W.
Owned-Operated By.....University of Illinois
Business Address.....1010 S. Wright St.
Phone Number 7-2616
Studio Address .....1010 S. Wright St.
Transmitter Location.....1 mile south on First St. Road, Champaign, Ill.
Time on the Air.....7:00 a.m. to local sunset
News Service.....AP
Transcription Service.....Thesaurus

Personnel

President.....A. C. Willard
General Manager.....Joseph F. Wright
Program Director.....Frank E. Schooley
Publicity Director.....Art Wildhagen
Musical Director.....Kenneth Cutler
Chief Engineer.....A. James Ebel
Production Manager.....George H. Sharp
Record M. C.....Phil Spradling

**Does not sell time.*

For the *best*

in human interest

news . . .

AP

INDIANA

Estimated Population 3,692,046—Radio Homes 1,003,514
Stations in State 25

WCBC*

ANDERSON—EST. 1946

Frequency: 1470 Kc....Power 1000 w. d. only
Owned-Operated By..Civic Broadcasting Corp.
Address .....Anderson, Ind.
Transmitter Location.....Junction of State Route 9 and 67
News Service.....AP
Transcription Service.....World

Personnel

President .....Lloyd Gallimore
General Manager.....Donald W. Cogley
Station Manager.....Donald W. Cogley
Chief Engineer.....Paul Bender

**Construction Permit*

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WHBU

ANDERSON—EST. 1922

ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Anderson Broadcasting Corp.
Address.....640 Citizens Bank Bldg.
Phone Number.....7791
Transmitter Location..640 Citizens Bank Bldg.
Time on the Air: 6:30 a.m. to midnight; 7:00 a.m. to midnight Sun.
News Service.....UP
Transcription Service.....Standard Radio
Representative .....The Walker Co.
Membership .....NAB, BMB

Personnel

President.....C. Bruce McConnell
General Managers.....R. E. Bausman, John R. Atkinson
Station Manager.....John R. Atkinson
Commercial Manager.....John R. Atkinson
Program Director.....E. R. Allen
Chief Engineer.....L. F. Podhaski

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WSUA

BLOOMINGTON—EST. 1946

Frequency: 1010 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Radio Station WSUA, Inc.
Address .....117½ W. Kirkwood
Phone Number.....7277
Transmitter Location.....3½ miles S. of Bloomington on Ind. Highway 37
Time on the Air.....Daytime only
News Service .....UP
Transcription Service .....World
Representative.....Burn-Smith Co., Inc.
Membership .....NAB

Personnel

President-General Mgr.....Warren G. Davis
Account Executive.....Lyle Warrick
Chief Engineer.....L. J. (Jim) Rolfe
Record MC.....Lyle Warrick

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WTOM

BLOOMINGTON—EST. 1946

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Fred O. Grimwood
Address.....P. O. Box 41
Phone Number.....Bloomington 2593
Transmitter Location.....Allens Lane, Nr. Walker St.
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP
Membership .....NAB

Personnel

President.....Fred O. Grimwood
General Manager.....Thomas Grimwood
Commercial Manager.....Cleo Garner
Sales Manager.....Verne Katman

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WTRC

ELKHART—EST. 1931

NBC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Truth Publishing Co., Inc.
Address.....Hotel Elkhart
Phone Number.....948
Transmitter Location.....1 mile S. of Elkhart city limits on Oakland Ave. Rd.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation....Elkhart Daily Truth
News Service .....UP
Transcription Service...World; Standard Radio
Representative.....Burn-Smith Company, Inc.
Membership.....NAB, BMB

Personnel

President.....C. D. Greenleaf
General Manager.....R. R. Baker
Commercial Manager.....Dick Holloway
Chief Engineer.....L. W. Zellmer

WEOA

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WFBM, Inc.
Address .....519 Vine St.
Phone Number 2-1171
Transmitter Location .....Evansville
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service .....World Broadcasting System and Standard
Representative.....Katz Agency, Inc.

Personnel

General Manager.....Don Menke

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WGBF

EVANSVILLE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By .....Evansville On The Air, Inc.
Address .....519 Vine St.
Phone Number 2-1171
Transmitter Location .....Evansville
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service ....World Broadcasting System and Standard
Representative .....Weed & Co.

Personnel

Station Manager.....Clarence Leich
Commercial Manager.....Guy R. Crecelius
Program Director.....Mrs. Pat Roper
Publicity Director.....Mrs. Louise Chapman
Chief Announcer.....Fred Rollison
Chief Engineer.....Fay A. Gehres

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WGL

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By....Farnsworth Television and Radio Corp.
Business Address.....201 W. Jefferson St.
Phone Number.....Eastbrook 3366
Transmitter Location.....201 W. Jefferson St.
Time on the Air.....6 a.m. to 12 midnight, Sundays 7 a.m. to 12 midnight
News Service.....UP, AP
Transcription Service.....Standard Radio, Lang-Worth
Representative .....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....E. A. Nicholas
General Manager.....Pierre Boucheron
Asst. to General Mgr.....William T. Davies
Commercial Manager.....William R. Aldrich
Sales Promotion Manager-Publicity Director....Norman C. Widenhofer
Program Director.....Paul M. Havens
Musical Director.....Marge Warren
Chief Engineer.....Howard J. Beck
Record MC.....Paul Price

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WOWO

FORT WAYNE—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1190 Kc.....Power: 10,000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Address.....925 So. Harrison St.
Phone Number..... Anthony 2136
Transmitter Location.....Route 30
Time on the Air.....5 a.m. to 1 a.m.; Sunday, 7 a.m. to 12 midnight
News Service.....UP
Transcription Services....World Broadcasting
Representative.....NBC Spot Sales
Membership ..... BMB

Personnel

President .....Walter Evans
General Manager.....J. B. Conley
Station Manager.....Robert G. Duffield
Commercial Manager.....Paul E. Mills
Merchandising Mgr....Hilda C. Woehrmeyer
Program Director.....Carl Vandagrift
Production Manager.....Fred Freeland
Traffic Manager.....J. Howard Ackley
Publicity Director.....Hilda C. Woehrmeyer
Educational Director.....Ben A. Hudelson
Musical Director.....Guy Fitzsimmons
Chief Engineer.....Bruce Ratts
Musical Librarian.....Bonnie Wire

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WJOB

HAMMOND—EST. 1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....South Shore Broadcasting Corp.
Address.....449 State St.

Phone Number.....Sheffield 8400
Transmitter Location.....449 State St.
Time on the Air.....6:30 a.m. to 12 midnight
News Service..... UP
Transcription Service .....Associated
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB

Personnel

General Manager.....O. E. Richardson
Commercial Manager.....R. C. Adair
Chief Engineer.....Stanley Strasberg

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WIBC

INDIANAPOLIS—EST. 1938
MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 Watts
Owned By.....Indiana Broadcasting Corp.
Operated By.....The Indianapolis News Publishing Co.
Address .....30-32 W. Washington St.
Phone Number.....Li 2305
Transmitter Location..... New Augusta, Ind.
Time on the Air.....5 a.m. to 12:15 a.m.; Sunday: 7 a.m. to 12:15 a.m.; Saturday: 5 a.m. to 1 a.m.
Newspaper Affiliation.....Indianapolis News
News Service.....AP, UP
Transcription Service..Lang-Worth, Associated
Representative .....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....C. Walter McCarty
General Manager.....George C. Biggar
Merchandising Manager.....Samuel R. White
Program Director.....Ed Mason
Production Manager.....Brad DeMarcus
Publicity Director.....Samuel R. White
Musical Director.....Walter Jackson
Chief Engineer.....Harry Adams
Record MC.....Sydney Mason

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WBBW*

INDIANAPOLIS

Frequency: 1550 Kc.....Power: 250 Watts
Permittee.....Associated Broadcasters, Inc.

*C.P.

"IBCing you" . . . in INDIANAPOLIS

TOPS IN LIVE TALENT— FOR TOP SALES RESULTS!

If you're eager to see Indiana sales increase, put your product across to Hoosiers *Hoosier-style* . . . with a pre-tested WIBC Live Talent Show! The live talent staff at WIBC—fastest growing radio station in Indianapolis—is the largest in the capital city . . . versatile, experienced, complete in every detail. For the full facts on WIBC Live Talent Shows—ready-made or tailored to your own sales specifications—see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC

1070 KC
5000 WATTS
BASIC MUTUAL

THE INDIANAPOLIS NEWS STATION

WANT A
CHOICE
PROGRAM?

—OR A
GOOD
SPOT?



—NEED A
'LIVE WIRE
PERSONALITY?



—THEN IT'S
WIRE

WIRE

BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY
NEW YORK • CHICAGO • KANSAS CITY

AFFILIATED WITH
THE INDIANAPOLIS STAR

WFBM

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Address ..... 48 Monument Circle
Phone Number.....LIncoln 8506
Transmitter Location.....2 miles northeast of Millersville, Indiana
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....AP; INS
Transcription Service.....Associated Music Publishers
Representative.....The Katz Agency
Membership.....NAB, BMB

Personnel

President.....Harry M. Bitner, Jr.
General Manager.....Harry M. Bitner, Jr.
Station Manager.....Harry M. Bitner, Jr.
Commercial Manager.....William F. Kiley
Sales Promotion Mgr.....Ted Nicholas
Merchandising Manager....Edward Schneider
Program Director.....Frank O. Sharp
Production Manager.....Joe Pierson
Publicity Director.....Norman Travis
Chief Announcer.....Lyell Ludwig
Musical Director.....Walter Reuleaux
Chief Engineer.....Harold Holland
Record MC.....Paul K. Roberts, Sam Sims

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WIRE

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By ....Indianapolis Broadcasting, Inc.
Address .....Claypool Hotel
Phone Number.....Riley 1541
Transmitter Location.....44th & Ralston Rd.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Indianapolis Star
News Service.....UP, AP
Transcription Service....World Broadcasting, Thesaurus
Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
General Manager.....Rex Schepp
Station Manager.....Rex Schepp
Commercial Manager.....Rex Schepp
Merchandising Manager.....Bill Dean
Production Manager.....Bill Dean
Publicity Director.....Molly Star
Chief Announcer.....Tom Peden
Musical Director.....John Winn
Chief Engineer.....Eugene Alden

WISH

INDIANAPOLIS—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Capitol Broadcasting Corporation
Address.....215 Board of Trade Bldg.
Phone Number.....Market 6345
Transmitter Location....Post Road and Rawls Ave.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP-PA
Transcription Service.....Standard Radio
Representative .....Free & Peters, Inc.
Membership .....NAB, BMB

Personnel

President.....C. Bruce McConnell
Station Manager.....Robert B. McConnell
Merchandising Manager..Robert B. McConnell
Program Director.....Wm. F. Froch, Jr.
Production Manager.....Reid Chapman
Publicity Director.....Robert B. McConnell
Chief Announcer.....Wm. F. Frosch, Jr.
Musical Director.....James H. Boyer
Chief Engineer.....Stokes Gresham, Jr.
Record MC.....John Morrow

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WKMO

KOKOMO—EST. 1941

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Kokomo Broad. Corp.
Address.....208 College Bldg.
Phone Number 5171-5172
Transmitter Location.....S.E. Cor. Morgan & Ohio Sts.
Time on the Air.....6:00 a.m. to 12:05 a.m.
News Service.....UP
Representative.....Howard H. Wilson Co.
Membership .....NAB, BMB

Personnel

President.....Dr. R. Spencer Taylor
General Manager.....John Carl Jeffrey
Commercial Manager.....John Carl Jeffrey
Merchandising Manager....Frank L. Gregory
Program Director.....Sid Collins
Publicity Director.....Frank L. Gregory
Chief Announcer.....Dick Aker
Musical Director.....Jack Rabb
Chief Engineer.....George Palmer
Record MC.....Jack Rabb

WASK

LAFAYETTE—EST. 1942

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... WFAM, Inc.
Business Address.....Wallace Bldg.
Studio Address.....Wallace Bldg.
Phone Number.....Lafayette 4300
Transmitter Location.....No. River Road, West Lafayette, Ind.
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World Broadcasting System
National Representative.....Joseph Hershey McGilvra
Membership.....NAB, BMB

Personnel

President.....O. E. Richardson
Station and Sales Manager....J. Gibbs Spring
Program Director.....Bayne Spring
Chief Announcer.....William Warren, Sr.
Chief Engineer .....Harry C. Garba

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WLBC

MUNCIE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald A. Burton
Address.....P.O. Box 271
Phone Number..... 4403
Transmitter Location: Radio Center, U. S. Highway No. 35, S.E. of Muncie
Time on the Air.....6:30 a.m. to 12:07 a.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative.....Hal Holman, Chicago; The Walker Co., New York
Membership.....NAB, BMB

Personnel

President.....Donald A. Burton
General Manager.....Donald A. Burton
Commercial Manager.....William F. Craig
Merchandising Manager.....William F. Craig
Program Director.....Lee W. Allerton
Publicity Director.....Fred Hinshaw
Musical Director.....Stuart Bebout
Chief Engineer.....Maurice M. Crain

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WKBV

RICHMOND—EST. 1926

MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By, Central Broadcasting Corp.
Address.....25 S. 9th St.
Phone Number 1156
Transmitter Location.....25 S. 9th St.
Time on the Air.....6 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service....Lang-Worth, Standard
Representative.....William G. Rambeau Co.
Membership.....NAB, BMB

Personnel

General Manager.....G. F. Albright
Office Manager.....A. F. Schroy
Commercial Manager.....R. L. Nusbaum
Program Director.....Royden Parke
Musical Director.....Royden Parke
Chief Engineer.....Louis J. Duning
Record MC.....Al Edmunds

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WHOT

SOUTH BEND—EST. 1944

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: South Bend Broadcasting Corp.
Address.....434 S. St. Joseph St.
Phone Number 3-4155
Transmitter Location.....Cor. St. Joseph and Monroe Sts.
Time on the Air.....6:30 a.m. to 12 midnight; Sunday: 7 a.m. to 12 midnight
News Service .....AP
Transcription Service.....World and Standard
Representative.....Weed and Company
Membership.....NAB, BMB

Personnel

President.....C. Bruce McConnell
General Manager.....Robert B. McConnell
Commercial Manager.....Charley Hines
Merchandising Manager.....Cash Pajakowski
Program Director.....Harold Cook
Production Manager.....Ted Vernasco
Publicity Director.....Viola Colpaert
Chief Announcer.....Harold Cook
Musical Director.....Violet Joy
Chief Engineer.....Jack Willson
Record MC.....Bruce Saunders

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WSBT

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 1000 Watts (CP-5000)
Owned-Operated By.....South Bend Tribune
Address.....225 W. Colfax Ave.

Phone Number..... 3-6161
Transmitter Location: 5 miles south of South Bend on Ironwood Road
Time on the Air.....6 a.m. to 12:05 a.m.
Newspaper Affiliation....South Bend Tribune
News Service..... UP
Transcription Service....Associated, Standard
Representative..... Paul H. Raymer Co.
Membership.....NAB, BMB

Personnel

President.....F. A. Miller
Secretary-Treasurer.....F. D. Schurz
General Manager.....Robert H. Swintz
Commercial Manager.....Neal B. Welch
Program Director.....Mark Boyden
Production Manager.....Oliver Parcher
Publicity Director.....Rose T. Bell
Chief Announcer.....Mort Linder
Musical Director.....Harlan Hogan
Chief Engineer.....Herbert Cole
Record MC.....Sanford Reece, Bob Whitcomb

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WBOW

TERRE HAUTE—EST. 1929
NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Banks of the Wabash, Inc.
Address .....303 South Sixth Street
Phone Number.....Crawford 5034
Transmitter Location..First St. and Peyton Ave.
Time on the Air.....17½ hrs. daily; 16½ hrs. Sunday
Newspaper Affiliation.....Saturday Spectator
News Service .....UP-AP
Transcription Service.....World
Representative..... Weed & Company
Membership.....NAB, BMB

Personnel

Station Manager.....Martin L. Leich
Commercial Manager.....Wm. F. Rippetoe
Program Director.....Leo J. Baxter
Publicity Director.....Madeline Barry
Chief Engineer.....Donald Aldrich

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(CALL LETTERS TO BE ASSIGNED)
TERRE HAUTE*

Frequency: 1480 Kc.....Power: 1000 Watts
Permittee.....Wabash Valley Broad. Corp.

*C.P.

WAOV

VINCENNES—EST. 1940
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ..Vincennes Newspapers, Inc.
Studio Address.....Grand Hotel
Business Address.....320 Busseron St.
Phone Number..... 787-788
Transmitter Location: US 41, north of Vincennes
Time on the Air: 6:00 a.m.-11:00 p.m. daily; 8:00 a.m.-11:00 p.m. Sundays
Newspaper Affiliation .....Vincennes Sun-Commercial
News Service..... UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
Vice-Pres.-General Mgr...Howard N. Greenlee
Station Manager.....Victor H. Lund
Sales-Commercial Mgr.....Emmett M. Jackson
Sales Promotion Mgr.....Victor H. Lund
Program Director.....Edward Raasch
Publicity Director.....Vern Paule
Chief Announcer.....Vern Paule
Musical Director.....Ann Wagner
Chief Engineer.....Eugene E. Alden

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WBAA*

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Purdue University
Address.....Hall of Music
Phone Number 92-2147
Transmitter Location.....6 miles south of Lafayette
Time on the Air.....9 a.m. to 10 p.m.
News Service..... AP
Transcription Service.....NBC Thesaurus
Membership ..... BMB

Personnel

President.....F. L. Hovde
General Manager.....Jim Miles
Program Director.....Jim Miles
Production Manager.....John DeCamp
Educational Supervisor.....John Henderson
Chief Announcer.....Tom McCrum
Musical Director.....Jo Haniford
Chief Engineer.....Ralph Townsley
Record MC.....Don Cripe

*Does not sell time.

IOWA

Estimated Population 2,431,533—Radio Homes 639,264
Stations in State—27

WOI*

AMES—EST. 1923

ABC

Frequency: 640 Kc.....Power: 5000 w. d. only
Owned-Operated By.....Iowa State College
Address .....Ames, Iowa
Phone Number.....2500
Transmitter Location....Service Building, Iowa State College
Time on the Air.....6 a.m. to local sunset
News Service.....AP, UP
Transcription Service .....World and Standard
Membership .....NAEB

Personnel

Dir. of Radio-Gen. Mgr.....Richard B. Hull
Educational Director.....W. I. Griffith
Program Director.....Richard B. Hull
Program Manager.....Edward Wegener
Publicity Director.....Gordon Munson
Chief Engineer.....L. L. Lewis
Record MC.....Bob Allbaugh

**Non-Commercial Station*

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KFGQ*

BOONE—EST. 1927

Frequency: 1260 Kc. .....Power: 250 Watts
Owned-Operated By..Boone Biblical College
Business Address....924 West Second Street
Phone Number 1119-W
Transmitter Location.....924 West Second St.
Time on the Air.....Daytime License

Personnel

President-Gen. Manager.....Lois Crawford
Chief Announcer.....Josephine Griffin
Musical Director.....Lydia Smolik
Consulting Engineer.....L. L. Lewis

**Non-Commercial Station*

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KBUR

BURLINGTON—EST. 1937

AMERICAN BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Burlington Broadcasting Co.
Address.....National Bank Bldg.
Phone Numbers.....680; 681
Transmitter Location.....National Bank Bldg.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service .....World
National Sales Office.....Donald Cooke, Inc.
Membership.....NAB, BMB

Personnel

President.....Dan T. Riley
General Manager.....G. B. McDermott
Station Manager.....G. B. McDermott
Commercial Manager....George B. J. Adkisson
Merchandising Manager.....G. B. McDermott
Program Director.....Layton Hurst
Publicity Director.....George B. J. Adkisson
Chief Announcer.....Richard Mosena
Musical Director.....Robert Hutchison
Chief Engineer.....John Gallino

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WMT

CEDAR RAPIDS, WATERLOO—EST. 1922

CBS—MBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By: American Broadcasting Stations, Inc.
Addresses: Paramount Bldg., Cedar Rapids; Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 3618 (Waterloo)
Transmitter Location.....Marion, Iowa
Time on the Air.....5:30 a.m. to 12:05 a.m.; Sundays: 6:55 a.m. to 12:05 a.m.
News Services.....AP, UP, INS
Transcription Service.....Lang-Worth, World, M. M. Cole, McGregor
Representative .....The Katz Agency
Membership.....NAB, BMB

Personnel

Owner.....Mrs. Helen Mark
Exec. Vice-President.....Wm. B. Dolph
General Manager.....Wm. B. Quarton
Station Manager.....Wm. B. Quarton
Studio Mgr. (Waterloo).....R. J. McElroy
Sales Manager.....D. D. Sullivan
Sales Promotion Manager.....Leo F. Cole
Program Director.....Douglas B. Grant
Publicity Director.....Leo F. Cole
Chief Announcer.....Robert C. Leefers
Musical Director.....June Caldwell
Chief Engineer.....George P. Hixenbaugh
Record MC.....Dean Landiear

KROS

CLINTON—EST. 1941

MUTUAL—TALL CORN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clinton Broad. Corp.
Address.....246 Fifth Ave., So.
Phone Number 448
Transmitter Location.....Jacobsen Bldg.
Time on the Air.....Unlimited License
News Service..... UP
Transcription Service.....Standard Radio
National Sales Office.....George Webber
Representative.....Donald Cooke, Inc.
Membership.....NAB, BMB

Personnel

President-Owner.....W. S. Jacobsen
General Manager.....Morgan Sexton
Station Manager.....Morgan Sexton
Sales-Commercial Mgr.....Walter Teich
Sales Promotion Mgr.....Verne Gielow
Program Director.....Jack Hubbard
Chief Engineer.....Gilbert Andrew

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KSIB

CRESTON—EST. 1946

IOWA TALL CORN

Frequency: 1520 Kc....Power: 1000 w. d. only
Owned-Operated By.....Southwest Iowa Broadcasting Co.
Address.....107 North Maple
Phone Number.....831
Transmitter Location.....Radio Center
Time on the Air...Local sunrise to local sunset
News Service .....AP
Transcription Service .....Standard
National Sales Office.....Don Cooke, Inc.
Representative.....George Webber
Membership ..... NAB

Personnel

President .....Arthur Horning
General Manager.....E. M. Horning
Station Manager.....E. M. Horning
Sales Manager.....Charles T. Webb
Merchandising Manager....Charles T. Webb
Program Director.....D. Cole McMartin, Jr.
Publicity Director.....E. M. Horning
Musical Director.....Dorothy Lindley
Chief Engineer.....Wayne J. Hatchett
Record MC.....D. Cole McMartin, Jr.

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KSTT

DAVENPORT—EST. 1946

MUTUAL

Frequency: 750 Kc....Power: 250 w. d. only
Owned-Operated By..Davenport Broadcasting Co., Inc.
Address.....324 Main Street
Phone Number 2-3525
Transmitter Location....2505 Rockingham Rd.
Time on the Air...Local sunrise to local sunset
News Service .....UP
Transcription Service.....Standard, SESAC
Representative.....Sears & Ayer, Inc.

Personnel

President-General Mgr.....Hugh R. Norman
Commercial Manager.....George M. Jackson
Program Director.....Richard C. Cooper
Musical Director.....Bob Mohr
Chief Engineer.....David A. Breister

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WOC

DAVENPORT—EST. 1922

NBC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Tri-City Broadcasting Company
Address.....1002 Brady Street
Phone Number 3-3661
Transmitter Location.....R. F. D. No. 1
Time on the Air: 18 hours daily; 16 hours (Sunday)
News Service.....UP, INS
Transcription Service.....World, Lang-Worth
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....B. J. Palmer
Vice-Pres., General Mgr.....Buryl Lottridge
Station Manager.....Buryl Lottridge
Sales Manager.....L. O. Fitzgibbons
Sales Promotion Mgr.....Jane Boom
Program Director.....Charles R. Freburg
Publicity Director.....Jane Boom
Musical Director.....George O. Sontag
Chief Engineer.....Paul G. Arvidson

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KWLC*

DECORAH—EST. 1926

Frequency: 1240 Kc.....Power: 250 w. d. only
Owned-Operated By.....Luther College
Business Address...600 Leiv Eiriksson Drive
Phone Number..... 690
Transmitter Location..C. K. Preus Gymnasium
Time on the Air...Local sunrise to local sunset
Membership ..... NAEB

Personnel

President (Luther College)...Dr. O. J. H. Preus
Station Manager.....Kenneth L. Berger
Program Director.....Gerry Karlton

Production Manager.....Roland Dain
Publicity Director.....Paul Borge
Chief Announcer.....Kenneth L. Bjerke
Musical Director.....Carolyn Hanson
Chief Engineer.....O. M. Eittreim
Record MC.....Wally Moe

*Non-Commercial Station

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KRNT

DES MOINES—EST. 1936

ABC

Frequency: 1350 Kc. .....Power: 5000 Watts
Owned-Operated By: Cowles Broadcasting Company
Address.....715 Locust St.
Phone Number..... 3-2111
Transmitter Location.....S. E. 22nd & Park Ave.
Time on the Air: 6:00 a.m. to 12 midnight
Newspaper Affiliation..Des Moines Register and Tribune
News Service .....AP; UP
Transcription Service.....Standard Radio, Associated
Representative .....The Katz Agency
Membership.....NAB, BMB

Personnel

President .....Gardner Cowles
Gen. Manager-Station Manager..Phil Hoffman
Sales-Commercial Manager.....Robert Dillon
Sales Promotion Manager.....Leon Taylor
Program Director.....Charles D. Miller
Production Manager.....Charles McCuen
Publicity Director.....Mary Little
Chief Engineer.....Charles Quentin
Record MC.....Don Bell, Gene Emerald

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KSO

DES MOINES—EST. 1932

CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By..Murphy Broadcasting Co.
Address.....10th at Grand Ave.
Phone Number 3-0571
Transmitter Location.....E. 38th & B'way
Time on the Air.....6 a.m. to 1 a.m.; Sundays: 7 a.m. to 1 a.m.
News Service.....AP; UP
Transcription Service.....World, M. M. Cole
Representative .....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....Kingsley H. Murphy
Vice-Pres., Gen. Manager...George J. Higgins
Sales Promotion Manager.....Don Shoemaker
Program Director.....Edmund J. Linehan
Musical Librarian.....Norma Dungan
Chief Engineer.....F. E. Bartlett

WHO

DES MOINES—EST. 1924

NBC

Frequency: 1040 Kc.....Power: 50000 Watts
Owned-Operated By..Central Broadcasting Co.
Business Address.....914 Walnut St.
Phone Number 3-3151
Transmitter Location.....Mitchellville, Iowa
Time on the Air.....5:30 a.m. to 12:30 a.m.; Sunday: 7:30 a.m. to 12:30 a.m.
News Service.....INS, UP, AP
Transcription Services.....NBC Thesaurus; Lang-Worth, M. M. Cole
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....B. J. Palmer
Vice-Pres. & Gen. Manager.....J. O. Maland
Gen. Sales Mgr.....Harold W. Fulton
Sales Promotion.....Maurice E. McMurray
Program Director.....Harold Fair
Production Manager.....Jack Kerrigan
Publicity Director.....Woody Woods
Chief Announcer.....Ernie Sanders
Chief Engineer.....Paul A. Loyet

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(CALL LETTERS TO BE ASSIGNED)

DES MOINES*

Frequency: 1390 Kc.....Power: 1000 Watts
Permittee.....Capitol Broadcasting Co.

*C.P.

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KDTH

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1370 Kc.....Power: 1000 Watts
Owned By.....Telegraph-Herald
Operated By.....Telegraph Herald
Address.....8th and Bluff
Phone Number.....1603
Transmitter Location.....East Dubuque, Ill.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Telegraph-Herald
News Service.....AP
Representative.....William G. Rambeau

Personnel

General Manager.....K. S. Gordon
Commercial Manager.....Robert S. Graham
Sales Promotion Manager..Gordon K. Downey
Program Director.....Arnie Stierman
Musical Director.....Jerry Chandler
Chief Engineer.....Charles Cain

WKBB

DUBUQUE—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Dubuque Broadcasting Co.
Address.....505 Main St.
Phone Number.....572
Transmitter Location.....R.R. No. 2
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....UP
Transcription Service .....World
Representative.....Howard H. Wilson Co.
Membership.....NAB, BMB

Personnel

Exec. Vice-Pres.....James D. Carpenter
General Manager.....James D. Carpenter
Sales Manager.....Harry Hatzenbuehler
Program Director.....Paul Schuster
Production Manager.....Virginia Wagner
Publicity Director.....Robert Gilliam
Chief Engineer.....Leonard T. Carlson
Record MC.....Robert Gilliam

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KVFD

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Broad. Co.
Address.....Warden Bldg., 921 1st Ave., S.
Phone Number.....Walnut 3761-2-3
Transmitter Location..S.W. of Ft. Dodge, 1 mile
Time on the Air.....Full Time
News Service. .....UP
Transcription Service .....Cole
Representative.....Burn-Smith Co.
Membership .....NAB

Personnel

President-Gen. Manager.....Edward Breen
Promotion .....Kenneth Peterson
Program Director.....Drexel Peterson
Publicity Director.....Edward Breen
Chief Announcer.....Ray Bennett
Chief Engineer.....David G. Sinclair

•

WSUI*

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..The State University of Iowa
Address .....Iowa City
Phone Number.....2111-237
Transmitter Location...2 miles W. of Iowa City
Time on the Air.....Unlimited
News Service.....AP

Personnel

Station Director.....Carl H. Menzer
Program Director.....John P. Highlander
Chief Engineer.....S. J. Ebert

*Non-Commercial Station

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KFJB

MARSHALLTOWN—EST. 1923

MUTUAL—TALL CORN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Marshall Electric Company
Address.....1603 West Main Street
Phone Number..... 3361
Transmitter Location....2.2 miles northwest of Marshalltown
Time on the Air.....6 a.m. to midnight; Sunday: 7:30 a.m. to midnight
News Service ..... UP
Transcription Service.....SESAC
National Sales Offices....George W. Webber; Donald Cooke, Inc.
Representative.....Donald Cooke, Inc.
Membership.....NAB, BMB

Personnel

President.....Kenneth Durham
General Mgr.-Station Mgr.....H. R. Hurd
Commercial Manager.....Al. Fairchild
Sales Promotion Manager.....Al. Fairchild
Publicity Director.....Al. Fairchild
Musical Director.....Thelma W. LaValley
Chief Engineer.....James A. Dickens
Record MC.....Allan N. Schrock

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KGLO

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Address.....12 2nd St., N.E.
Phone Number 2800
Transmitter Location.....Highway 18, west of Mason City
Time on the Air.....6 a.m. to 12:05 a.m.
News Service..... AP; UP
Transcription Service .....Standard
Representative ..... Weed & Co.
Membership.....NAB, BMB

Personnel

President.....Lee P. Loomis
General Manager.....F. C. Eighmey
Sales Manager.....Herbert R. Ohrt
Sales Promotion Mgr.....Dominie V. Haynes

Program Director.....William G. Suter
Production Manager.....Douglas F. Sherwin
Public Relations Director.....Henry B. Hook
Technical Director.....Leo W. Born
Musical Director.....Ralph Geer
Chief Engineer.....Roger Sawyer

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KWPC

MUSCATINE—EST. 1946

IOWA TALL CORN NETWORK

Frequency: 860 Kc.....Power: 250 w. d. only
Owned-Operated By...Muscatine Broadcasting Co., Ltd.
Address.....Mulberry & Houser
Phone Number.....860
Transmitter Location.....Mulberry & Hauser
Time on the Air...Local sunrise to local sunset
News Service.....UP
Transcription Service.....NBC Thesaurus
Representatives.....Donald Cooke. George Webber
Membership.....NAB

Personnel

General Manager.....George J. Volger
Commercial Manager....Phillip J. Dusenbury
Program Director.....Virgil Godfrey
Production Manager.....Virgil Godfrey
Musical Director.....Thelma M. Volger

•

KBIZ

OTTUMWA—EST. 1941

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address.....117-119 E. Main St.
Phone Number.....5600
Transmitter Location.....Community Gardens
Time on the Air.....6:00 a.m. to midnight
News Service.....UP
Transcription Service.....World

Personnel

President.....James J. Conroy
General Manager.....James J. Conroy
Station Manager.....Eleanor M. Haling
Sales Promotion Manager.....Eugene Miller
Publicity Director.....Eugene Miller
Chief Announcer.....Paul Pappas
Chief Engineer.....Leonard Heggstrom
Record MC.....Woody Hirsch

•

KFNF

SHENANDOAH—EST 1924

Frequency: 920 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....KFNF, Inc.
Address.....407 N. Sycamore
Phone Number.....PBX-1
Transmitter Location.....407 N. Sycamore
Time on the Air.....6 a.m. to 3 p.m. and 6 p.m. to 12 mid.; Sundays: 6:30 a.m. to 3:30 p.m. and 6 p.m. to 12 mid.
News Service.....AP
Transcription Service.....Standard Radio and World
Membership.....NAB, BMB

Personnel

President.....John Nicolson
General Manager.....Frank Stubbs
Program Director.....Marian Stubbs
Production Manager.....Earl D. Blakesley
Public Service Director...Shirley M. Barkman
Publicity Director.....Frank Stubbs
Musical Director.....Ermal (Buck) Dilley
Chief Engineer.....Robert N. Barkman
Record MC.....Marian Stubbs

•

KMA

SHENANDOAH—EST. 1925

ABC—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....May Broadcasting Co.
Address.....Lowell & Elm Sts.
Phone Number.....192 or 133
Transmitter Location.....1 mile N.E. of Shenandoah on Highway 48
Time on the Air.....Unlimited license
News Service.....UP, AP
Transcription Service.....Lang-Worth, SESAC
Representative.....Lewis H. Avery
Membership.....NAB, BMB

Personnel

President.....Edward May
General Manager.....Owen Saddler
Sales Manager.....Howard O. Peterson
Merchandising Manager.....W. H. Bailey
Program Director.....Terry Moss
Production Manager.....Hugh M. Aspinwall
Publicity Director.....W. H. Bailey
Musical Director.....Mabel McFarland
Chief Engineer.....Ray Schroeder

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KSCJ

SIOUX CITY—EST. 1927

CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Address.....415 Douglas Street
Phone Number.....5-7993
Transmitter Location.....Highway 75 N.E. Leeds, Ia.

Time on the Air.....6 a.m. to 12 midnight; Sunday: 7 a.m. to 12 midnight
News Service..... AP
Transcription Service.....C. P. MacGregor, World, Cole
Representative.....Geo. P. Hollingbery Co.
Membership.....NAB, BMB

Personnel

President.....W. R. Perkins
General Manager.....Eugene T. Flaherty
Station Manager.....Eugene T. Flaherty
Sales-Commercial Mgr.....Eugene T. Flaherty
Program Director.....Elizabeth Sammons
Publicity Director.....Jean Harraday
Musical Director.....Bernice Ewing
Chief Engineer.....S. C. Dier

•

KTRI

SIOUX CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Sioux City Broadcasting Company
Business Address.....Commerce Building
Phone Number.....8-0165
Transmitter Location.....Commerce Building
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service...Associated Music Publishers
Representative.....Don Cooke
Membership.....NAB, BMB

Personnel

President.....Dietrich Dirks
General Manager.....Dietrich Dirks
Sales Promotion Manager.....Fred Sandman
Program Director.....Al Triggs
Production Manager.....Sheldon Singer
Publicity Director.....Ben Walsh
Chief Announcer.....Fred Taylor
Chief Engineer.....Will Easterly
Record MC.....Wayne Ross

•

KICD

SPENCER—EST. 1941

MUTUAL BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Iowa Great Lakes Broadcasting System
Address.....P.O. Box 631
Phone Number.....46 and 46
Transmitter Location.....North of Spencer on Highways 18 and 71
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service...Lang-Worth, Standard, Cole, RCA Victor Red Seal
Representative.....Donald Cooke, Inc.
Membership.....NAB, BMB

Personnel

President-Manager.....Ben B. Sanders
Sales Manager.....Tom Steensland
Sales Promotion Manager....Tom Steensland
Program Director.....Staton A. Dixon
Production Manager.....Thomas Edwards
Publicity Director.....Lee Harris
Chief Announcer.....Thomas Edwards
Musical Director.....Thomas Edwards
Chief Engineer.....Rudolph T. Luukinen
Record MC.....Thomas Edwards

•

KXEL

WATERLOO—EST. 1942

ABC

Frequency: 1540 Kc.....Power: 50000 Watts
Owned-Operated By.....Josh Higgins Broadcasting Co.
Address.....Insurance Bldg.
Phone Number.....3-3371
Transmitter Location.....Dysart, Iowa
Time on the Air.....5:30 a.m. to midnight
News Service.....AP
Transcription Service.....Standard
National Representative....Avery-Knodel, Inc.
Membership.....NAB, BMB

Personnel

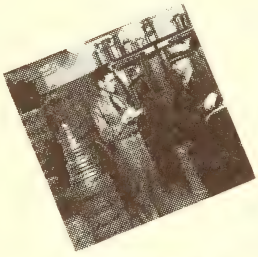
President.....Joe DuMond
General Manager.....Joe DuMond
Sales Manager.....Joe DuMond
Sales Promotion Manager..Elizabeth M. Gahre
Program Director.....Em Owen
Publicity Director.....Elizabeth M. Gahre
Musical Director.....George Timm
Chief Engineer.....Don Kassner
Record MC.....Herb James

WIBW Serves the First families of AGRICULTURE



Over 90% of the farm men and women in this five-state area turn first to WIBW for helpful information and sound, dependable guidance concerning every phase of farming operation.*

ON its first broadcast almost a quarter-century ago, WIBW was dedicated to the service of American Agriculture. We have never lost sight of this goal. Each passing year has brought additional services that would help our listeners increase yields, save work, make farming more profitable, and farm life more attractive.



Because we've never given him a bum steer, the man of the house has absolute confidence in the brands we recommend. He asks for and buys them *by name.*





Through carefully planned programs and close cooperation with farm organization and 4-H Club leaders, WIBW is building a second generation of those who buy because they "heard it on WIBW."

Because our years of homemaking suggestions have helped the women of these "First Families" make their homes more attractive and their housework easier, they are quick to act upon our buying suggestions. Just ask any merchant how much *faster* WIBW-advertised products move.

The First Families of Agriculture LIVE HERE

Here is our ½ m.v. line. It encloses the accumulated buying power from years of bumper crops—plus that of 1946, the largest ever harvested and sold at such high prices. Here too are the homes where WIBW is the "most-listened-to" station.*



* *Kansas Radio Audience,* 1946.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, General Manager
WIBW, Topeka — KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS, INC. — NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

KANSAS

Estimated Population 1,816,837—Radio Homes 475,414
Stations in State 19

(CALL LETTERS TO BE ASSIGNED)
ARKANSAS CITY*

Frequency: 1280 Kc.....Power: 1000 Watts
Permittee.....The Travelers Pub. Co.

*C.P.

•

K V A K
ATCHISON—EST. 1939
MUTUAL—KBS

Frequency: 1450 Kc.....(CP-1200)
Power: 250 Watts.....(CP-1000)
Owned-Operated By.....S. H. Patterson
Address.....422½ Commercial St.
Phone Number..... 1420
Transmitter Location.....East Atchison, Mo.
Time on the Air.....6 a.m. to midnight
News Service.....AP
Transcription Service.....KBS, McGregor, BMI
Representative.....William G. Rambeau
Membership.....NAB, BMB

Personnel

Owner.....S. H. Patterson
General Manager.....Jerry Akers
Manager.....David G. Roberts
Sales Manager.....Les Cox
Program Director.....Allen R. Menefee
Publicity Director.....Allen R. Menefee
Chief Announcer.....Frank "Toby" Wizardi
Chief Engineer.....Harry P. Elliott, Jr.
Record MC.....Gordon Morris

•

K G G F
COFFEYVILLE—EST. 1930
ABC

Frequency: 690 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Hugh J. Powell
Address.....8th and Elm
Phone Number.....147
Transmitter Location..South Coffeyville, Okla.
Time on Air.....Sundays, 7 a.m.-11 p.m.; Weekdays, 6:45 a.m. to 11 p.m.
Newspaper Affiliation.....Coffeyville Journal
News Service.....AP
Transcription Service...NBC Thesaurus, World
Representative.....Weed & Co.

Personnel

Owner.....Hugh J. Powell
Station Manager.....Bert H. Powell

K G N O
DODGE CITY—EST. 1930
KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 d., 250 n.
Owned-Operated By.....Dodge City Broadcasting Co.
Address.....705 Second Avenue
Phone Number.....1100
Transmitter Location.....West Park Rd.
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation.Dodge City Daily Globe
News Service.....AP
Transcription Service .....World
Representative.....Arthur H. Hagg and Associates
Membership.....NAB, BMB

Personnel

President.....J. C. Denious
Station Manager.....N. C. Petersen
Program Director.....Herschell Holland
Chief Engineer.....Ralph Hickman

•

K T S W
EMPORIA—EST. 1939
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Emporia Broadcasting Co., Inc.
Address.....613 Merchant St.
Phone Number 153
Transmitter Location....South Edge of Emporia City limits
Time on the Air.....6:30 a.m. to 12 mid. Sundays: 7:30 a.m. to 12 mid.
News Service.....AP
Transcription Services.....World, Standard
Membership.....NAB, BMB

Personnel

President.....J. Nelson Rupard
General Manager.....J. Nelson Rupard
Sales Manager .....Wendell Elliott
Sales Promotion Mgr.....Burton D. Harrison
Program Director.....Grenville Darling
Publicity Director.....Burton D. Harrison
Chief Announcer.....Grenville Darling
Musical Director.....John R. Mickey
Chief Engineer.....Paul H. Daniels

KIUL

GARDEN CITY—EST. 1935

MUTUAL—KBS

KANSAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....F. D. Conrad
Operated By.....Al Pyatt
Business Address.....509 N. Main
Phone Number.....666
Studio Address .....509 N. Main
Transmitter Location.....Warner Terrace
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....C. P. McGregor, Keystone
Representatives.....Cox & Tanz
Membership ..... NAB

Personnel

President.....Frank D. Conrad
Gen. Manager-Station Mgr.....Al Pyatt
Program Director.....John L. Melcum
Chief Announcer.....Ed Watts
Chief Engineer.....Robert Bryant
Record MC.....Howard Knox

•

KVGB

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....(CP-1590)
Power: 250 Watts.....(CP-5000)
Owned-Operated By.....KVGB, Inc.
Address..... Cork Bldg.
Phone Number.....1080-L
Transmitter Location....2 miles S. of city on highway 281 (CP-6 miles S.)
Time on the Air.....6 a.m. to 12 midnight; Sunday: 7:30 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Lang-Worth
Representatives...John E. Pearson Co., SESAC
Membership.....NAB, BMB

Personnel

President.....R. C. Russell
Vice-Pres. & Gen. Manager.....Clem Morgan
Sales Manager.....Perry W. Reed
Sales Promotion Mgr....Kay Lovitt, Perry Reed
Program Director.....Ray Beals
Publicity Director.....Kay Lovitt
Musical Director.....Ray Beals
Chief Engineer.....Leo Legleiter

KWBW

HUTCHINSON—EST. 1935

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Wm. Wyse
Operated By.....The Nation's Center Broadcasting Co.
Address .....101 East Avenue A
Phone Number 5202
Transmitter Location.....101 East Avenue A
Time on the Air.....Unlimited Time
News Service.....AP
Transcription Service....Lang-Worth, Standard
Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....William Wyse
Sales Manager.....William Campbell
Program Director.....Warren Edmundson
Publicity Director.....Dick King
Chief Announcer.....George Alden
Musical Director.....Warren Edmundson
Chief Engineer.....John Swafford
Record MC.....Jack Campbell

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KCKN

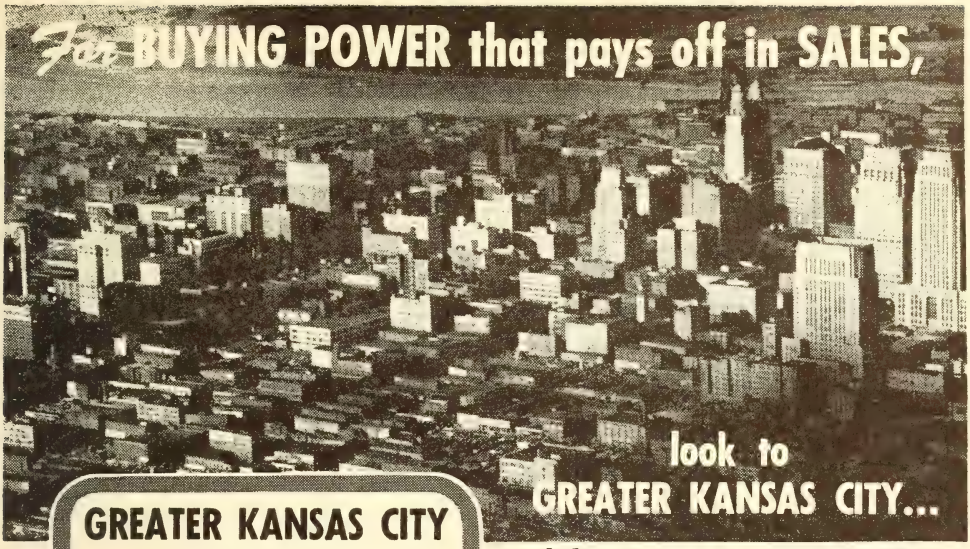
KANSAS CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
(After 6 PM)

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Capper Publications, Inc.
Operated By.....The KCKN Broadcasting Co.
Address.....300 Waltower Bldg., Kansas City, Mo.
Phone Number.....Victor 3864
Transmitter Location.....901 North 8th St., Kansas City, Kans.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.The Kansas City Kansan
News Service.....AP & UP
Transcription Service.....Standard Radio
Representative.....Capper Publications, Inc.
Membership.....NAB, BMB

Personnel

General Manager.....Ben Ludy
Station Manager.....Ellis Atteberry
Sales-Commercial Manager.....Joe Story
Production Manager.....George Stump
Chief Announcer.....Eddie Clarke
Chief Engineer.....Max Williams



GREATER KANSAS CITY MARKET DATA

COUNTIES (and Important Cities)	O.P.A. Civilian pop. 2-15-44	Net Effective Buying Income (After Taxes)
Jackson (Mo.)	485,900	$672,286,000
Kansas City	431,700	615,119,000
Wyandotte (Ks.)	144,500	180,556,000
Kansas City	135,000	169,100,000
Johnson (Ks.)	40,200	23,771,000

COUNTIES (and Important Cities)	Total Retail Sales	Homes with Radios
Jackson (Mo.)	$400,347,000	133,067
Kansas City	373,286,000	112,945
Wyandotte (Ks.)	73,602,000	36,676
Kansas City	68,559,000	31,163
Johnson (Ks.)	12,009,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data—Sales Management's "SURVEY OF BUYING POWER," May 10, 1946. (Reprinted with permission.)

and for RADIO ADVERTISING that pays off in RESULTS,

hire KCKN

Yes, for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and *only* KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians look to KCKN for the kind of radio entertainment *they* like.

Thus, through KCKN, you may sell a substantial share of Greater Kansas City's eight hundred million dollar buying power (AFTER taxes) *without* the rate penalty of out-state coverage.

Wire or phone your nearest Capper office for availabilities.

MUSIC BY DAY—MUTUAL AT NIGHT

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER. KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
KANSAS CITY 6: 380 WALTOWER BUILDING VICTOR 2884

KWHK

HUTCHINSON—EST. 1946

KEYSTONE

Frequency: 1190 Kc..Power: 1000 w. d. only
Owned-Operated By.....James E. Murray
Address.....12 W. 5th Street
Phone Number.....3-100
Transmitter Location.....Hutchinson, Kans.
Time on the Air...Local sunrise to local sunset
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Homer Griffith Co., Inc.
Membership.....BMB, NAB (applying)

Personnel

Owner.....James E. Murray
General Manager.....Vern Minor
Sales Manager.....Frank Bartley
Program Director.....Sherwood Parks
Chief Announcer.....Adrian Leonida
Musical Director.....Bruce Murray
Chief Engineer.....Millard H. Clary

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KFKU*

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....University of Kansas
Address..... Lawrence
Phone Number.....K. V. Exchange
Transmitter Location.....Tonganoxie, Kans.
Time on the Air.....Shares time with WREN
News Service.....INS

Personnel

Station Manager.....Harold G. Ingham
Chief Engineer.....R. P. Stringham

**Non-Commercial Station*

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WREN

LAWRENCE—EST. 1926

ABC

Frequency: 1250 Kc....Power: 5000 d., 1000 n.
Owned-Operated By..The WREN Broadcasting Co., Inc.
Address.....WREN Bldg.
Phone Number.....110
Transmitter Location.....Tonganoxie, Kans.
Time on the Air.....16½ hours daily; 16 hours Sunday
News Service.....INS
Transcription Service.....NBC Thesaurus
Representative.....Geo. P. Hollingbery Co.
Membership.....NAB

Personnel

President.....R. C. Jackman
General Manager.....Verl Bratton
Commercial Manager.....Larry Cotton
Merchandising Manager....John P. Bondeson
Program Director.....Arden Booth
Publicity Director.....John P. Bondeson
Musical Director.....Arden Booth
Chief Engineer.....Carl Bliesner

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KSAC*

MANHATTAN—EST. 1924

Frequency: 580 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Kansas State College
Address.....College Campus
Phone Number.....3395 or 4463
Transmitter Location.....College Campus
Time on the Air.....Shares time

Personnel

President.....Milton S. Eisenhower
General Manager.....Dean H. Umberger
Station Manager.....Dean H. Umberger
Program Director.....L. L. Longsdorf
Chief Announcer.....Grant A. Salisbury
Chief Engineer.....Bernard P. Holbert

**Non-Commercial Station*

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KOAM

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 860 Kc.....Power: 5000 Watts, day
Owned-Operated By.....The Pittsburg Broadcasting Company, Inc.
Address.....P.O. Box 603
Phone Number.....2165
Studio Address.....Commerce Bldg.
Transmitter Location.....3½ miles E. of Pittsburg
Time on the Air.....5 a.m. to 12 midnight
News Service.....AP
Transcription Service.....World Broadcasting
Representative.....John E. Pearson Co.
Membership.....NAB

Personnel

President.....E. Victor Baxter
Station Manager.....R. E. Wade
Chief Announcer.....Louis Martin
Chief Engineer.....Leo Stafford

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KSAL

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....KSAL, Inc.
Address .....Journal Bldg.
Phone Number 100
Transmitter Location.....State Street Rd.
Time on the Air.....18 hours daily, Sunday, 17 hours
News Service.....AP
Transcription Service .....Lang-Worth, SESAC, Standard
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....R. J. Laubengayer
General Manager.....R. J. Laubengayer
Station Manager.....R. V. Jensen
Sales Manager.....R. V. Jensen
Chief Engineer.....N. E. Vance, Jr.

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WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Capper Publications, Inc.
Business Address.....1035 Topeka Ave.
Phone 3-2377
Studio Address.....1035 Topeka Ave.
Transmitter Location....Seven miles west of Topeka
Time on the Air.....Shares Time
Newspaper Affiliation....Capper Publications, Inc.
News Service.....UP, AP
Transcription Service.....Standard Radio
Representative.....Capper Publications, Inc.

Personnel

President.....H. S. Blake
General Manager.....Ben Ludy
Sales Manager.....Ben Ludy
Program Director.....Maude Carlson
Publicity Director.....Bob McClure
Musical Director.....Maude Carlson
Chief Engineer.....K. G. Marquardt

See Page 414

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KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Kansas Broadcasting, Inc.
Address.....1015 North Broadway
Phone Number 4-2387
Transmitter Location.....Lassen Hotel Bldg.
Time on the Air.....6 a.m. to midnight
News Service.....AP & UP
Transcription Service .....NBC Thesaurus; Standard
Representative .....Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....O. L. Taylor
General Manager.....Archie Taylor
Sales Manager.....H. W. Allen
Merchandising Manager.....V. E. Rugh
Program Director.....Bob Drake
Publicity Director.....V. E. Rugh
Chief Engineer.....Ted Heithecker
Record MC.....Paul Wilson

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KFH

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Station KFH Company
Address.....KFH Building
Phone Number.....2-4491
Transmitter Location.....RFD No. 3, Wichita, Kansas
Time on the Air.....6:00 a.m. to 12 midnight
Newspaper Affiliation.....Wichita Eagle
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....Edward Petry & Company
Membership.....NAB, BMB

Personnel

President.....M. M. Murdock
Station Manager.....Plez S. Clark
Sales Manager.....Clark A. Luther
Program Director.....Vernon Reed
Chief Engineer.....Amos Dadisman

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KFBI

WICHITA—EST. 1923

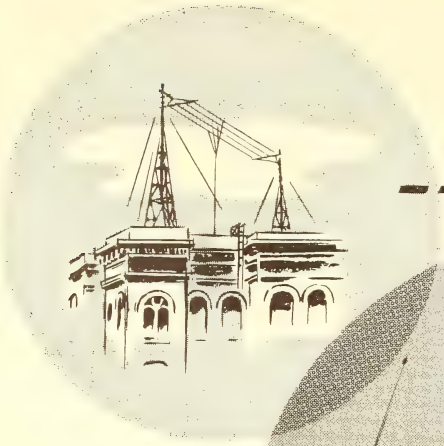
ABC-MBS

KANSAS STATE NETWORK

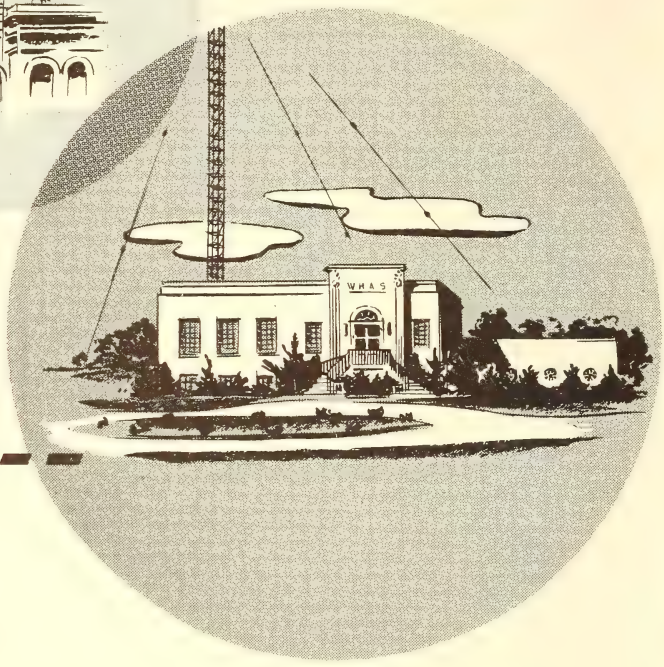
Frequency: 1070 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Farmers and Bankers Broadcasting Corporation
Address.....1st & Market Sts.
Phone Number.....2-1447
Transmitter Location.....42nd and Broadway
Time on the Air.....6 a.m. to 1 a.m.
News Service.....INS & UP
Transcription Service.....World, Cole
Representative.....George P. Hollingberry Co.

Personnel

General Manager.....Robert K. Lindsley
Commercial Manager.....D. W. McCoy
Chief Engineer.....K. W. Pyle



1922



1947

WHAS

LOUISVILLE

enters its 25th year on the air
A respected pioneer today as yesterday

A radio pioneer in fact as well as spirit, WHAS went on the air July 18, 1922 with a power of 500 watts. Today, twenty-five years later, broadcasting on a clear channel frequency of 840 kilocycles with a power of 50,000 watts, WHAS continues its leadership in radio.

Power . . . receptibility . . . program and technical excellence—these represent only one side of the WHAS story. The interests, the sympathies, the labors of WHAS are part-and-parcel of its millions of listeners. Through service during flood and prosperity, in peace and war, Radio Station WHAS has become indigenous to the market it serves. There is no greater tribute.

WHAS is again pioneering with the first and only operating FM station in Louisville: WCJT, 24 kc, 99.5 mc.

50,000 watts, clear channel
CBS Affiliate

Represented nationally by
Edward Petry and Co., Inc.

KENTUCKY

Estimated Population 2,751,245—Radio Homes 553,602
Stations in State 23

W C M I

ASHLAND—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Ashland Broadcasting Co.
Operated By.....The Nunn Stations
Address.....Box 949
Phone Number.....3010
Studio Address.....20th & Front Streets, Radio Center
Transmitter Location.....4803 Clay St.
Time on the Air.....6:30 a.m. to 1:05 a.m., Weekdays: 7 a.m. to 1:05 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus, World
National Sales Office.....The Nunn Stations
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....Gilmore N. Nunn
General Manager.....Joseph B. Matthews
Station Manager.....Joseph B. Matthews
Sales Manager.....Joseph B. Matthews
Merchandising Manager.....James Cross
Program Director.....John W. Fell
Chief Engineer.....Clarence W. Weaver

•

W L B J

BOWLING GREEN—EST. 1940

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Bowling Green Broadcasting Corp.
Address.....Fairview & Lehman Aves.
Phone Number.....1340-1
Transmitter Location.Fairview & Lehman Aves.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith Co.
Membership.....NAB, BMB

Personnel

President & Station Manager.....Ken D. Given
Sales Manager.....Ken D. Given
Promotion Manager.....Helen Given
Production Manager.....William Kuznitsof
Publicity Director.....Jaunita Britt
Program Director.....Joe Hamilton
Chief Engineer.....Joe Pentecost
Record MC.....Fred Bradshaw

•

W C T T

CORBIN—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Corbin Times-Tribune, Inc.
Address.....Corbin, Ky.
Transmitter Location.....Corbin, Ky.
Time on the Air.....16 hours planned
Newspaper Affiliation.....The Corbin Times-Tribune
News Service.....AP
Membership.....NAB, BMB

Personnel

President-Owner.....J. Springer Robinson
Station Manager.....S. G. Hembree
Chief Engineer.....Russell Henson

•

W F K Y *

FRANKFORT

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By
Frankfort Broadcasting Co.
Address.....317 Ann St.
Phone Number.....421
News Service.....AP

Personnel

President.....J. Sneed Yager
Gen.-Com. Manager.....Clarence H. Fleming
Program-Promotion Man.....Marshall L. Peace

**Construction Permit.*

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W K A Y

GLASGOW—EST. 1946

SOUTHERN KENTUCKY NETWORK

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By Glasgow Broadcasting Co.
Address.....P.O. Box 407 or Happy Valley Road
Phone Number.....598 & 632
Transmitter Location.....Happy Valley Road
Time on the Air.....6 a.m. to 11 p.m.; Sunday: 7 a.m. to 11 p.m.

News Service ..... UP
Transcription Service ..... World, Capitol
Membership ..... NAB, BMB

Personnel

President ..... Gordon E. Brown
General Mgr.-Sales Mgr. ... Charles W. Powers
Station Manager ..... Charles W. Powers
Chief Announcer ..... Loel Passe
Chief Engineer ..... Edward C. Lockwood

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WHLN

HARLAN—EST. 1941

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By ..... Blanfox Radio Company, Incorporated
Address ..... So. Main St.
Phone Number 625
Transmitter Location ..... So. Main St.
Time on the Air ..... 6 a.m. to 11 p.m.
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Burn-Smith Co.

Personnel

General Manager ..... R. B. Helms
Sales-Commercial Mgr. ..... C. E. Whikehart
Program Director ..... Eula Jones
Chief Engineer ..... J. Francke Fox
Record MC ..... Harry Day

•

WSON

HENDERSON—EST. 1941

MUTUAL

Frequency: 860 Kc. ... Power: 500 w. d. only
Owned-Operated By ..... Henderson Broadcasting Co., Inc.
Address ..... Zion Rd.
Phone Number 3923
Transmitter Location ..... Zion Rd. Henderson
Time on the Air ..... Local sunup to local sundown
News Service ..... UP & AP
Transcription Service ... NBC Thesaurus, Associated Music
Representative ..... Sears & Ayer, Helen Wood
Membership ..... NAB, BMB

Personnel

President ..... Pierce E. Lackey
General Mgr.-Station Mgr. ... Hecht S. Lackey
Sales Manager ..... Hecht S. Lackey
Sales Promotion Mgr. ..... Vernon R. Nunn
Program Director ..... Martha Jane Reed
Publicity Director ..... Vernon R. Nunn
Chief Announcer ..... Martin E. Schaeffer
Musical Director ..... Eddie Duncan
Chief Engineer ..... B. A. Smith
Record MC ..... Vernon R. Nunn

•

WHOP

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM
KBS

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By ..... Hopkinsville Broadcasting Co., Inc.
Address ..... P.O. Box 539, Cadiz Rd.
Phone Number 1025, 1026
Transmitter Location ..... Cadiz Road
Time on the Air ..... 6 a.m. to 11:30 p.m.; Sunday: 7 a.m. to 11:05 p.m.
News Service ..... UP & AP
Transcription Service ..... World Broadcasting System, M. M. Cole
Representative ..... Sears & Ayer, Helen Wood
Membership ..... NAB, BMB

Personnel

President ..... Pierce E. Lackey
General Mgr.-Secretary ..... F. Ernest Lackey
Sales Promotion Manager ... Katherine Peden
Program Director ..... Katherine Peden
Publicity Director ..... Katherine Peden
Chief Engineer ..... T. E. Brewer
Record MC ..... Leo Wilson, Charles Stratton

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WKLX

LEXINGTON—EST. 1946

Frequency: 1300 Kc. ..... Power: 1000 Watts
Owned-Operated By .. Fayette Broadcasting Co.
Address ..... Phoenix Hotel
Phone Number 8115
Transmitter Location ..... Greendale Rd.
Time on the Air ..... 5 a.m. to 12:05 a.m.
News Service ..... AP
Transcription Service ..... Lang-Worth, Standard, Cole
Representative ..... Adam J. Young, Jr., Inc.
Membership ..... NAB

Personnel

President ..... Philip Ardery
General and Commercial Mgr. .. Dewey H. Long
Sales Manager ..... Robert H. Moore
Asst. Mgr. & Program Director .. Phil Sutterfield
Production Manager ..... Floyd William Hess
Publicity Director ..... Phil Sutterfield
Chief Announcer ..... Floyd William Hess
Musical Director ..... Betty Brady
Chief Engineer ..... Royce O. Woodward
Record MC ..... Bill Moore, Arty Kay

WLAP

LEXINGTON—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...American Broadcasting Corp.
Address....Radio Bldg., Walnut and Short Sts.
Phone Numbers 1721-22-23-70
Transmitter Location.....Mason-Headley Road
Time on the Air.....5 a.m. to 12:05 a.m.; Sunday: 7:30 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....World, Thesaurus
National Sales Office.....John Ballard
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President-General Mar.....Gi'more N. Nunn
Station-Commercial Manager..Miller A. Welch
Program Director.....J. B. Faulconer
Production Manager.....Henry Allin
Chief Engineer.....Sanford Helt

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WLEX

LEXINGTON—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Kentucky Broadcasting Co.
Address.....Box 985
Phone Number.....2901
Transmitter Location..Russell Cave Rd., R.R. 3
News Service.....AP
Transcription Service.....SESAC, Capitol, Associated
Membership .....NAB

Personnel

President.....J. Douglas Gay, Jr.
General and Station Mgr.....Neil Cline
Chief Engineer.....Theodore E. Jones

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WAVE

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Incorporated
Address.....334 E. Broadway
Phone Number.....Wabash 6543
Transmitter Location.....Hamburg Pike, Jeffersonville, Ind.
Time on the Air.....5 a.m. to 12 midnight
News Service.....INS, AP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....George W. Norton, Jr.
General Manager.....Nathan Lord
Sales-Commercial Mgr.....James F. Cox
Merchandising Mgr.....Eugene W. Leake, Jr.
Program Director.....George Patterson
Production Manager.....H. B. Blackwell
Musical Director.....Earle Keller
Chief Engineer.....W. E. Hudson

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WGRC

LOUISVILLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Northside Broad. Corp.
Address.....Kentucky Home Life Bldg.
Phone .....Wabash 8871
Transmitter Location..Preston & Woodbine Sts.
Time on the Air.....5 a.m. to 2 a.m.; Sunday: 6 a.m. to 2 a.m.
News Service.....AP & UP
Transcription Service..... Standard Radio; Lang-Worth
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President.....J. Porter Smith
Vice-Pres. & General Mgr....Charles L. Harris
Station Manager.....Charles L. Harris
Sales Manager.....J. Porter Smith
Promotion Manager.....H. R. Hunter
Asst. Mgr. in charge of Programs.....Ward Hatcher
Production Manager.....W. S. Lukenbill
Chief Announcer.....Gerald Fordyce
Dir. of Engineering.....Perry W. Esten
Record MC.....John Watkins

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WHAS

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts
Owned-Operated By.....Courier-Journal and Louisville Times Company
Address.....300 West Liberty St.
Phone Number.....Wabash 2211
Transmitter Location.....Eastwood, Ky.
Time on the Air.....24 Hours Daily
Newspaper Affiliation....Courier-Journal and Louisville Times
News Service.....AP, UP
Transcription Service.....World, Associated
Representative.....Edward Petry & Co., Inc.
Membership.....NAB, BMB

Personnel

President ..... Barry Bingham
General Manager ..... Mark Ethridge
Station Manager ..... W. Lee Coulson
Sales Manager ..... Joe Eaton
Promotion Manager ..... J. M. Wynn
Program Director ..... R. E. Fischer
Religious Co-Ordinator ..... Rev. C. E. Burns
Agricultural Co-Ordinator ..... Frank H. Cooley
Chief Announcer ..... Paul Clark
Musical Director ..... Robert Hutsell
Chief Engineer ..... Orrin W. Towner
Asst. Chief Engineer ..... D. C. Summerford
Record MC ..... Jack Wilson

See Page 420

WINN

LOUISVILLE—EST. 1940

ABC

Frequency: 1240 Kc ..... Power: 250 Watts
Owned-Operated By ..... Kentucky Broad. Co.
Address ..... 10th Floor Tyler Hotel, 3rd and Jefferson Sts.
Phone Number ..... Wabash 5148
Transmitter Location ..... 10th Floor, Tyler Hotel
Time on the Air ..... 6 a.m. to 12 midnight; Sunday: 7 a.m. to 12 midnight
News Service ..... AP
Transcription Service ..... C. P. MacGregor & Standard
Representatives ..... Broadcast Sales Co., Homer Griffith
Membership ..... NAB, BMB

Personnel

President ..... Nelle M. Kendrick
General Manager ..... Harry McTigue
Sales Manager ..... G. F. Bauer
Program Director ..... M. K. McCarten
Production Manager ..... Edwin Kallay
Chief Announcer ..... Edwin Kallay
Musical Director ..... Claude Fraul
Chief Engineer ..... E. G. Rinn

WCIF

MADISONVILLE—EST. 1946

Frequency: 730 Kc. ..... Power: 250 w. d. only
Owned-Operated By ..... Madisonville Broadcasting Co., Inc.
Address ..... Madisonville, Ky.
Phone Number 1297-8-9
Studio Address ..... Providence Rd.
Transmitter Location ..... Hanson Rd.
Time on the Air ..... Local sunrise to local sunset
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Sears & Ayer, Helen Wood & Colton
Membership ..... NAB

Personnel

President ..... Pierce E. Lackey
General Manager ..... F. Ernest Lackey
Chief Announcer ..... John Hatcher
Chief Engineer ..... C. R. Frederick

WKTM

MAYFIELD—EST. 1946

Frequency: 1050 Kc. ..... Power: 250 w. d. only
Owned-Operated By ..... Mayfield Broadcasting Co., Inc.
Address ..... Mayfield, Ky.
Phone Number 46
Studio Address ..... Mayfield Hotel
Transmitter Location ..... 2½ miles on Highway 98
Time on the Air ..... Daylight hours
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Sears & Ayer, Helen Wood & Colton

Personnel

President ..... Frank O. Evans
Vice-Pres. & Gen. Mgr. ..... Pierce E. Lackey
Station Manager ..... Wayne R. Morgan
Chief Announcer ..... Ralph L. Haskins
Chief Engineer ..... Ernest J. Pell

(CALL LETTERS TO BE ASSIGNED)

MAYFIELD*

Frequency: 910 Kc. ..... Power: 1000 Watts
Permittee ..... Purchase Broadcasting Co., Inc.

**C.P. Pending*

WNGO*

MAYFIELD

Frequency: 1320 Kc. ..... Power: 1000 Watts
Licensee ..... Mayfield Broadcasting Co.

**C.P.*

WMIK*

MIDDLEBORO

Frequency: 560 Kc. ..... Power: 500 Watts
Licensee ..... Middleboro Broadcasting Co.

**C.P. (Hearing 7-25-46 resulted in original application for 250 Watts on 1450 Kc. being amended as above.)*

WOMI

OWENSBORO—EST. 1938

MUTUAL—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Owensboro Broadcasting Co.
Address.....P.O. Box 536
Phone Number.....420, 421
Transmitter Location.....Owensboro, Ky.
Time on the Air.....7 a.m. to 11:30 p.m.
Newspaper Affiliation..Owensboro Messenger, Owensboro Inquirer
Transcription Service.....Lang-Worth
News Service.....AP
Representative.....Burn-Smith Co., Inc.
Membership.....NAB, BMB, KBA

Personnel

President.....Lawrence Hager
General Manager.....Hugh O. Potter
Station Manager.....Hugh O. Potter
Asst. Manager.....Marshall Bruner
Merchandising Manager.....Marshall Bruner
Program Director.....Cliffordean Potter
Production Manager.....Alan Reinhardt
Publicity Director.....Hugh Potter
Chief Engineer.....Leslie Goodaker
Record MC.....Norman Hall

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WKYB

PADUCAH—EST. 1946

MUTUAL

Frequency: 800 Kc.....Power: 1000 w. d. only
Owned-Operated By....Paducah Newspapers, Inc...
Address.....504 Kentucky Ave.
Phone Number.....800
Transmitter Location....5 miles S. of Paducah on U.S. Highway 45
Time on the Air...Local sunrise to local sunset
Newspaper Affiliation.....The Paducah Sun-Democrat
News Service.....AP
Transcription Service.....Thesaurus, Standard
National Sales Office.....Burke, Kuipers & Mahoney, Inc.
Membership.....NAB

Personnel

President.....Edwin J. Paxton, Sr.
General Manager.....Edwin J. Paxton, Jr.
Commercial Manager.....Sam Livingston
Sales Merchandising Mgr.....Sam Livingston
Musical Director.....Neil McIntyre
Chief Engineer.....C. G. Sims

WPAD

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paducah Broadcasting Co., Inc.
Business Address.....Taylor Bldg., 4th and Broadway
Phone Numbers.....4100-1-2
Studio Address.....Taylor Bldg.
Transmitter Location.....9th & Terrell Sts.
Time on the Air.....5 a.m. to 12 midnight
News Service.....UP & AP
Transcription Service.....World, Cole
Representative.....Sears & Ayer, Helen Wood
Membership.....NAB, BMB

Personnel

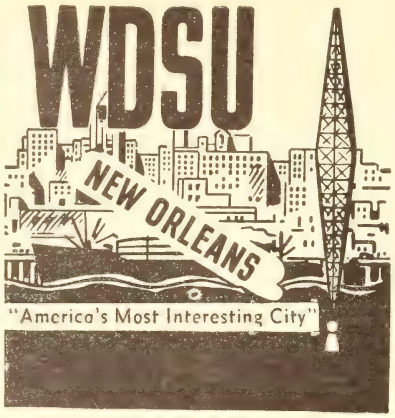
President-Gen. Mgr.....Pierce E. Lackey
Station Manager.....W. Prewitt Lackey
Sales-Commercial Mgr.....W. Prewitt Lackey
Sales-Merchandising Manager.....Gene Peak
Program Director.....Evelyn Carroll
Production Mgr.-Publicity Dir.....Gene Peak
Chief Announcer.....Ray Mofield
Musical Director.....Lynn Wolfe
Chief Engineer.....U. C. Morris
Record MC.....J. B. Fowler

For the *best*

in Broadway and

Hollywood news . . .

AP



- New Orleans *ONLY* 24-hour Radio Station!
- Accents local programming & public-interest broadcasts.
- Carries *BOTH* Associated Press & United Press News Service, assuring listeners complete news coverage around the clock.
- 5,000 Watts, delivering 20,000 Watts in the populated areas of South Louisiana & the Gulf Coast.
- First in Daytime Listening (Hooper).
- Occupies the Central dialing position of — 1280.
- Affiliate of the American Broadcasting Company.

● ● ●

JOHN BLAIR, Representative

LOUISIANA

Estimated Population 2,555,547—Radio Homes 485,482
Stations in State 19

KALB

ALEXANDRIA—EST. 1935
ABC
LOUISIANA NETWORK

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Alexandria Broadcasting Co., Inc.
Address.....505½ Johnston St.
Phone Numbers 3335-6
Transmitter Location.....Wardville, La.
Time on the Air..6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 10:35 p.m.
News Service .....INS-AP
Transcription Service.....World
Representatives.....Weed & Co.

Personnel

President.....Walter H. Allen
General-Commercial Manager..E. R. Cappellini
Program Director.....Janet Baker Immler
Chief Announcer.....Ed Rand
Chief Engineer.....Jesse Sexton

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KPDR

ALEXANDRIA—EST. 1946
MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Central Louisiana Broadcasting Corp.
Address.....1710 Jackson, P.O. Box 1867
Phone Number.....9568
Transmitter Location.....Upper Fourth St.
Time on the Air.....6 a.m. to 11 p.m.; Sunday: 8 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....NBC Thesaurus

Personnel

President-General Mgr.....E. Levy
Manager.....Joel M. Hirsch
Commercial Manager.....N. S. Cruse
Program Director.....J. Church
Publicity Director.....N. S. Cruse
Chief Engineer.....H. Shean

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KSYL*

ALEXANDRIA

Frequency: 1400 Kc.....Power: 250 Watts
Licensee.....Fox Broadcasting Co.

*C.P.

WJBO

BATON ROUGE—EST. 1934
NBC
LOUISIANA NETWORK

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Baton Rouge Broadcasting Co., Inc.
Address.....444 Florida St.
Phone Number.....5271-2
Transmitter Location.....Roosevelt Road
Time on the Air.....6 a.m. to midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation.....Baton Rouge State-Times, Baton Rouge Morning Advocate
News Service.....AP, UP
Transcription Service.....World Broadcasting, Standard
Representative..Geo. P. Hollingbery Company
Membership.....NAB, BMB

Personnel

President.....Charles P. Manship, Jr.
Executive Vice-Pres.....H. V. Anderson
Station Manager.....J. Roy Dabadie
Sales Manager.....T. E. Gibbens
Program Director.....Ralph H. Sims
Production Manager.....Robert H. Scearce
Publicity .....Audrey Stolzenthaler
Chief Announcer.....John E. Ferguson
Music.....Lola LeBlanc
Chief Engineer.....Vernon E. Dudley

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WLCS

BATON ROUGE—EST. 1946
AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Air Waves, Inc.
Address.....204 North St.
Phone Number 2-4411
Transmitter Location.....3399 Broussard St.
Time on the Air.....6 a.m. to 12 midnight; Sunday: 7 a.m. to 12 midnight
News Service .....AP, INS
Transcription Service.....NBC Thesaurus, Associated
Representative.Joseph Hershey McGillvra, Inc.
Membership .....NAB

Personnel

President-Owner.....Harry B. Nelson
General Manager.....Earl H. Smith
Commercial Manager.....Earl H. Smith
Program Director.....Quitman Henley
Chief Engineer.....William H. Bland, Jr.
Record MC.....Dan Willis

5000 WATTS DAY . . . 1000 WATTS NIGHTS

KMLB

MONROE, LOUISIANA

KMLB has more listeners than all other stations combined in Northeastern Louisiana

For the third straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED!

Reach this $103,629,000 annual buying power with KMLB—the only radio facility clearly heard in this area!



REPRESENTED BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

J. C. LINER, JR., Mgr.

KCIL

HOUMA—EST. 1946

MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Charles W. Lamar, Jr.
Address.....P.O. Box 1031
Phone Number.....2047
Studio Address.....Bayou Black Dr.
Transmitter Location.....Bayou Black Dr.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....World
Representative.....William G. Rambeau Co.
Membership.....NAB

Personnel

President-Owner.....Charles W. Lamar, Jr.
General Manager.....Frank Conwell
Sales Manager.....Dick Walsh
Program Director.....Keith Kenney
Publicity Director.....Mary E. Conwell
Chief Engineer.....J. Fredrick Darby
Record MC.....John Bowie

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KVOL

LAFAYETTE—EST. 1935

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Evangeline Broadcasting Company, Inc.
Address.....519 Buchanan St.
Phone Numbers.....336, 2062, 2101
Studio Address.....519 Buchanan
Transmitter Location.....Scott Road
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....Lafayette Daily Advertiser Gazette, Inc.
News Service.....AP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB

Personnel

General Manager.....George H. Thomas
Sales Manager.....B. Hillman Bailey, Jr.
Sales Promotion Manager.....Lucille LeBlanc
Program Director.....Lucille LeBlanc
Production Manager..Lowell Wallace McCrary
Publicity Director.....Allison Theriot, Jr.
Chief Engineer.....Louis Pilcher
Record MC.....Albert Schnyder

•

KPLC

LAKE CHARLES—EST. 1935

NATIONAL BROADCASTING CO.
& LOUISIANA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Calcasieu Broadcasting Co.
Address.....P.O. Box 1521, Majestic Hotel
Phone Number.....2713, 2714
Studio Address.....Majestic Hotel
Transmitter Location....South & La Grange St.
Time on the Air.....6 a.m. to 11:07 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Taylor-Howe-Snowden Radio Sales

Personnel

President.....T. B. Lanford
General Manager.....David Wilson
Sales Manager.....Jerry Bozeman
Sales Promotion Manager....Pelham Mills, Jr.
Program Director.....Joe Campbell
Production Manager.....James Toth
Publicity Director.....Jerry Bozeman
Chief Announcer.....A. B. Craft
Musical Director.....James Toth
Chief Engineer.....Earl C. Moses
Record MC.....A. B. Craft

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KMLB

MONROE—EST. 1930

AMERICAN BROADCASTING CO.
LOUISIANA NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....Liner's Broadcasting Station, Inc.
Address.....P. O. Box 1723
Phone Number.....L.D. 25
Studio Address.....Francis Hotel
Transmitter Location.....Millhaven Rd.
Time on the Air.....5 a.m. to midnight
News Service.....UP
Transcription Service.....Standard Radio, Lang-Worth
Membership.....NAB, BMB

Personnel

President.....J. C. Liner
General Manager.....J. C. Liner
Sales Promotion Manager.....J. C. Liner, Jr.
Program Director.....Otta B. Green
Production Mgr.-Chief Announcer..Joe Pearce
Chief Engineer.....O. L. Morgan

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KNOE

MONROE—EST. 1944

NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....James A. Noe
Business Address.....Bernhardt Bldg.

Phone Number 912
Transmitter Location.....Louisville & 23rd St.
Time on the Air.....6 a.m. to midnight
Transcription Service....Thesaurus, M. M. Cole
News Service.....AP
Representative.Joseph Hershey McGillvra, Inc.
Membership .....NAB

Personnel

Owner.....James A. Noe
General Mgr.-Station Mgr.....Frank A. Browne
Sales-Commercial Mgr.....Mrs. Ruth Surguine
Program Director.....C. R. Mumphrey
Chief Engineer.....D. K. Strong

•

KANE

NEW IBERIA—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..New Ibearia Broad. Co.
Address.....P.O. Box 15
Phone Number.....965, 163
Studio Address.....104 W. St. Peters St.
Transmitter Location.....West Main St.
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....Standard

Personnel

President.....J. J. Davidson, Jr.
General Manager.....George H. Thomas
Sales-Commercial Mgr.....I. I. Femrite
Sales Promotion Manager.....I. I. Femrite
Program Director.....Jimmie Cooper
Production Manager.....Shirley DeBlanc
Publicity Director.....Louisette B. Stagg
Chief Announcer.....Louis R. DeGravelles
Chief Engineer.....Jimmie Cooper

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WDSU

NEW ORLEANS—EST. 1923

ABC

LOUISIANA STATE NETWORK

Frequency: 1280 Kc.....Power: 5000 Watts
Owned By.....Stephens Broadcasting Co.
Address .....Hotel Monteleone
Phone Number .....Raymond 7135
Transmitter Location.....Algiers. La.
Time on the Air.....24 hours daily
News Service.....UP, AP
Transcription Service.....Associated
Representative.....John Blair Co.
Operated By.....Fred Weber, E. A. Stevens, H. G. Wall
Membership.....NAB, BMB

Personnel

Managing-Partner .....Fred Weber
Sales Manager.....Charles Price
Sales Promotion Manager..Jeanne Spoonemore
Program Director.....Stanley Holiday
Publicity Director.....Jeanne Spoonemore
Special Events Director.....Warren Kennedy
Musical Director.....Joseph Schramm
Chief Engineer.....Charles Whitney

See Page 426

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WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Charles C. Carlson
Address.....611 Canal St.
Phone Number.....Magnolia 3488-9
Transmitter Location.....3317 Bruxelle St.
Time on the Air.....6 a.m. to 1 a.m.
News Service .....AP
Representative.....William C. Rambeau Co.
Transcription Service.....Capitol
Membership .....NAB

Personnel

President-General Mgr.....Charles C. Carlson
Station & Sales Mgr.....Cy Newman
Sales Promotion Manager.....Mildred Barr
Program Director.....Harry Nigocia
Production Manager.....Jeff Hugg
Publicity Director.....Cy Newman
Chief Announcer.....Harry Nigocia
Musical Director.....John Merlin
Chief Engineer.....Karl G. Siebold
Record MC.....Harry Nigocia

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WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....James A. Noe
Address.....St. Charles Hotel, 211 St. Charles St.
Phone Numbers.....Raymond 0423-4-3558
Transmitter Location....Broad & Euphrosine St.
Time on the Air.....21 hours daily
News Service .....AP
Transcription Service.....Standard Radio
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB

Personnel

President-Owner.....James A. Noe
General Manager.....James E. Gordon
Sales Manager.....James E. Gordon
Program Director.....Beverly C. Brown
Publicity Director.....Bill Elliott
Chief Engineer.....Al J. Bourgeois
Record MC.....Ken Elliott

WSMB

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.
SOUTH CENTRAL NETWORK

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Address.....901 Canal St.
Phone Number .....MA 5921
Transmitter Location .....Algiers, La.
News Service.....AP
Time on the Air.....7 a.m. to 12 midnight
Transcription Service
NBC Thesaurus Lang-Worth
Representative .....Edward Petry & Co.

Personnel

President.....E. V. Richards
General Manager .....H. Wheelahan
Chief Engineer.....H. G. Nebe

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WWL

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 50000 Watts
Owned-Operated By.....Loyola University
Address.....Roosevelt Hotel
Phone Number.....Raymond 2194-5-6-7
Transmitter Location.....Kenner, La.
Time on the Air.....5 a.m. to 1 a.m.
News Service.....UP, AP
Transcription Service.....Standard Radio and World
Representative.....The Katz Agency
Membership.....NAB, BMB

Personnel

President.....Rev. Thomas J. Shields
General Mgr.-Station Mgr...W. H. Summerville
Sales Manager.....A. Louis Read
Sales Promotion Manager.....Tom Holbrook
Program Director.....Henry Dupre
Musical Director.....Irvine Vidacovich
Chief Engineer.....J. D. Bloom, Jr.

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KRMD

SHREVEPORT—EST. 1926

ABC—LOUISIANA STATE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KRMD, Inc.
Business Address.....P. O. Box 1712
Phone Number.....6171-2
Transmitter Location.....New Jefferson Hotel
Time on the Air.....6 a.m. to 11 p.m.
Transcription Service.....World
Membership .....NAB

Personnel

Owners.....R. M. Dean, T. B. Lanford
General Manager.....Glenn V. Wilson
Station Manager.....William Switzer
Sales Manager.....Glenn V. Wilson
Sales Promotion Manager....Glenn V. Wilson
Program Director.....Elizabeth Alford
Publicity Director.....Jane Reed
Chief Engineer.....Haward Hargrove

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KTBS

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Station KTBS
Studio Address.....Commercial Building, P.O. Box 1121
Transmitter Location.....Harts Island Road
Phone Number 3-3673
Time on the Air.....6:30 a.m. to midnight
News Service.....AP, UP
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative.....Edward Petry & Co.
Membership.....NAB, BMB

Personnel

General Manager.....C. K. Beaver
Program Director.....James P. Turner
Chief Engineer.....C. H. Maddox

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KWKH

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc.....Power: 50000 Watts
Owned-Operated By.....International Broadcasting Corp.
Studio Address .....Commercial Building
Transmitter Location .....Near Dixie, La.
Phone Number 2-8711
Time on the Air.....5 a.m. to 1.05 a.m.; Sundays, 6 a.m. to 1:05 a.m.
Newspaper Affiliation ..The Shreveport Times
News Service.....AP, UP
Transcription Service .....Standard
Representative .....The Branham Co.
Membership.....NAB, BMB

Personnel

President.....John D. Ewing
Manager.....K. K. Kellam
Commercial Manager.....Dean Upson
Sales Promotion Manager....James T. Briggs
Program Director.....B. G. Robertson
Chief Engineer.....W. E. Antony

MAINE

Estimated Population 848,394—Radio Homes 206,657
Stations in State 12

WFAU

AUGUSTA—EST. 1948

MUTUAL—YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Twin City Broadcasting Co., Inc.
Address.....160 Bangor St.
Phone Number.....2540
Transmitter Location.....160 Bangor St.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard
Representative.....Forjoe & Co.
Membership.....NAB

Personnel

President.....Faust Couture
General Manager.....Robert I. Payne
Commercial Manager.....Robert I. Payne
Program Director.....Norman Gallant
Chief Announcer.....Dwight Wheeler
Chief Engineer.....Robert Parker

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WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRDO, Inc.
Address.....175 Water St.
Phone Number.....2285
Transmitter Location.....Chelsea, Me.
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....World
Representatives.....Weed & Company
Bertha Bannan
Membership.....NAB

Personnel

President.....Adeline B. Rines
General Manager.....Jack S. Atwood
Sales Manager.....Walter Weightman
Program Director.....Danny I. Kelly
Production Manager.....Don K. Powers
Publicity Director.....Leslie Hubley
Chief Announcer.....Elliott E. Hold
Chief Engineer.....Harold Dinsmore

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WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc ... 1000 Watts. C.P. 5000 Watts
Owned-Operated By.....Community Broadcasting Service, Inc.
Address.....57 State St.
Phone Number.....6446
Transmitter Location.....Brewer, Me.
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Associated Library
Representative.....Adam J. Young, Jr.
Membership.....BMB

Personnel

President and Station Manager..F. B. Simpson
Commercial Manager.....Guy Corey
Program Dir.-Musical Dir.....Harold Dorr
Chief Engineer.....Walter Dickson

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WJOR

BANGOR—EST. 1946

MUTUAL—YANKEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Bangor Broadcasting Service
Address.....22 State St.
Phone Number.....5612
Transmitter Location.....340 Stillwater Ave.
Time on the Air.....6:30 a.m. to 12 mid.
News Service.....AP
Transcription Service.....World

Personnel

Owners.....Sidney Slon, Lawrence Slon, Stephen Velardi
General Mgr.-Program Director...Sidney Slon
Sales Manager.....Lawrence Slon
Chief Engineer.....Stephen Velardi

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WLBZ

BANGOR—EST. 1926

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....Maine Broad. Co., Inc.
Address.....100 Main St.
Phone Number.....6023
Transmitter Location.....Bangor
Time on the Air.....5:30 to 12 midnight
Transcription Service.....NBC Thesaurus
News Service.....UP
Representative....Weed & Co., Bertha Bannan
Membership.....BMB

Personnel

President.....William H. Rines
Station Manager.....Edward E. Guernsey
Program Director.....Irving Hunter
Chief Engineer.....John Wibby

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W C O U

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Twin City Broadcasting Co., Inc.
Address.....223 Lisbon St.
Phone Number.....3140
Transmitter Location.....East Ave.
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service.....Standard, SESAC
Representative...Forjoe & Co., Bertha Bannan
Membership.....NAB, BMB

Personnel

President.....Faust Couture
General Manager.....John C. Libby
Program Director.....Eugene Parker
Chief Announcer.....John Marsh
Musical Director.....Marion Payne Louisfell
Chief Engineer.....Donald Mason

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W C S H

PORTLAND—EST. 1925

NBC—NEW ENGLAND REGIONAL

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Congress Square Hotel Co.
Business Address.....157 High St.
Phone Number.....2-0180
Studio Address.....Eastland Hotel, 157 High St., Portland, Me.
Transmitter Location.....Scarboro, Me.
Time on the Air.....5:30 a.m. to 12:05 a.m.; Sunday: 8 a.m. to 12:05 a.m.
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
Representative..Weed & Co. & Bertha Bannan
Membership.....NAB, BMB

Personnel

President.....Adeline B. Rines
Managing Director.....William H. Rines
National Adv. Director....Rudolph O. Marcoux
Commercial Manager.....Albert W. Smith
Farm Editor.....Linwood Brofee
Program Director.....Arthur Owens
Publicity Director.....Linwood T. Pitman
Chief Engineer.....G. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Portland Broadcasting System, Inc.
Address.....645a Congress St.
Phone Number.....2-7489
Transmitter Location.....Riverton, Portland
Time on the Air.....6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.
Membership.....NAB

Personnel

President.....Guy P. Gannett
Station Manager.....Creighton E. Gatchell
Sales Manager.....Arthur K. Atherton
Program Director.....Richard E. Bates
Chief Announcer....Samuel G. Henderson, Jr.
Chief Engineer.....Roger W. Hodgkins

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Covering Central Maine

WCOU

of Lewiston

and its kid brother

WFAU

of Augusta

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MUTUAL
YANKEE

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Represented Nationally by
Forjoe & Company
New York

WPOR

PORTLAND—EST. 1946

NEW ENGLAND
AMERICAN BROADCASTING CO.

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By..Oliver Broadcasting Co.
Address.....21 Preble St.
Phone Number.....3-8111
Transmitter Location.....Baxter Blvd.
Time on the Air.....5:30 a.m. to 11:30 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Lewis H. Avery, Kettell-Carter
Membership.....NAB

Personnel

Owners.....Humboldt J. Greig, Murray Carpenter
General Manager.....Humboldt J. Greig
Station Manager.....Murray Carpenter
Sales Manager.....Keith Field
Sales Promotion Manager..Marshall Miltimore
Program Director.....Gordon Lewis
Publicity Director.....Marshall Miltimore
Chief Engineer.....Roger Perry

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WMTW

PORTLAND—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Yankee Network, Inc.
Address.....Falmouth Hotel
Transmitter Location.....Falmouth Hotel
Time on the Air.....Full time license
Representative.....Edward Petry & Co.

Personnel

Chairman of the Board.....John Shepard, III
Station Supervisor.....Charles W. Curtin

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WAGM

KBS

PRESQUE ISLE—EST. 1931

Frequency: 1450 Kc. Power: 100 Watts (CP-250)
Owned-Operated By.....Aroostook Broadcasting Corporation
Address.....180 State St., W.
Phone Number.....8821
Transmitter Location....U.S. 1, 4 miles N. of Presque Isle
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World, M. M. Cole, SESAC
Representative.....Cox & Tanz
Membership.....NAB, BMB

Personnel

President-Owner or Chief Executive.....Harry E. Umphrey
General Manager.....H. D. Glidden
Sales Promotion Mgr.....J. A. Flesay
Program Director.....Ted Coffin
Production Manager.....Art Vaughn
Publicity Director.....J. B. Dillon
Chief Announcer.....Ted Coffin
Musical Director.....Clayton Smith
Chief Engineer.....L. E. Hughes
Record MC.....Clayton Smith

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WTVL

WATERVILLE—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Kennebec Broad. Co.
Address.....36 Silver St.
Phone Number.....370
Transmitter Location.....Benton Ave., Winslow, Me.
Time on the Air.....6:30 a.m. to 12 mid.
News Service.....AP
Transcription Service.....Standard
Representative.....Kettell-Carter, Inc.; Radio Advertising Co.
Membership.....NAB

Personnel

President-General Mgr.....Carleton D. Brown
Commercial Representative..E. William Hucke
Sales Promotion Manager...Chester I. Munson
Program Director.....Warren M. Greenwood
Chief Engineer.....Donald H. Sutherland

For the *best*
in Broadway and
Hollywood news . . .

AP



Let's see your license

That's Sadie and her four Black Bear Cubs. It was taken just about the time we opened up W-I-T-H. And it seems out there in the Great Smoky National Park they stopped the show . . . literally stopped traffic to get snacks from passing motorists.

Know the comparison we're going to make? That's right.

We've been stealing the radio show down here in Baltimore.

Because today W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in this big five-station town.

Facts that back up our license to say that are available. Glad to show them to you.

W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

WBAL
Means Business in Baltimore



Where there's smoke, there's business! In Baltimore, industrial chimneys are smoking. Shipbuilding...steel...automobiles... manufacturing...*everything* is humming! Baltimore has money to spend.

It is an important market for you to reach. Thanks to our powerful programming—you get ready-made audiences...more listeners to hear your message...therefore the sales results you're looking for in this important area.

WBAL
NBC AFFILIATE
50,000 WATTS
BALTIMORE

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

MARYLAND

Estimated Population 2,200,458—Radio Homes 547,344
Stations in State 12

WANN

ANNAPOLIS—EST. 1946

Frequency: 1190 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Annapolis Broad. Co.
Address.....P.O. Box 749
Phone Number.....Annapolis 2500
Studio Address....Church Circle & School St.
Transmitter Location.....Bay Ridge Road (awaiting FCC approval)
Time on the Air.....Daytime only
News Service.....AP
Membership .....NAB

Personnel

President-General Mgr.....Morris H. Blum
Chief Engineer.....Benjamin Wolfe

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(CALL LETTERS TO BE ASSIGNED) ANNAPOLIS*

Frequency: 810 Kc.....Power: 250 Watts
Permittee.....Chesapeake Radio Corp.

**C.P. Application*

WBAL

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....Lexington Bldg.
Phone Number.....Lexington 4900
Transmitter Location.....Winans Rd., Randallstown, Md.
Time on the Air.....19¼ hours daily, 17 hours Sunday
News Service.....INS; UP & AP
Transcription Service.....World Broadcasting System
Representative.....Edward Petry & Co.
Membership .....NAB, BMB

Personnel

President.....Charles B. McCabe
General Manager.....Harold C. Burke
Station Manager.....Harold C. Burke
Sales Manager.....Kenneth L. Carter
Sales Service Director.....John A. Tappin
Program Director.....Don DeGroot
Production Manager.....Edward H. Harvey
Publicity Director.....John A. Tappin
Musical Director.....Joseph C. Miller
Chief Engineer.....Richard D. Duncan

WCAO

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....The Monumental Radio Company
Address.....811 West Lanvale St.
Phone Number.....Madison 7220-1-2-3-4
Transmitter Location.....Park Heights Ave.
News Service.....INS, AP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Company
Membership .....NAB, BMB

Personnel

President.....Lewis M. Milbourne
Vice-Pres.-General Mgr...L. Waters Milbourne
Asst. Mgr. in charge of Sales and Promotion.....Leslie H. Peard, Jr.
Program Director.....Gordon A. Scheihing
Publicity Director.....Leslie H. Peard, Jr.
Chief Engineer.....Martin L. Jones
Record MC.....George L. Fliling

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WCBM

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Baltimore Broadcasting Corporation
Address.....Community House
Phone Number . University 8400
Transmitter Location.....1100 East Cold Spring Lane
Time on the Air.....6:30 a.m. to midnight
News Service ..... INS, UP
Transcription Service.....Lang-Worth, Associated, BMI, McGregor
Representative.....Free & Peters, Inc
Membership .....NAB, BMB

Personnel

President.....John Elmer
General Manager.....George H. Roeder
Sales Manager.....John Elmer
Program Director.....Charles A. Roeder
Publicity Director.....Lou Corbin
Public Service Director.....Newell A. Warner
Chief Engineer.....G. Porter Houston
Record MC.....Thom Severin

WFBR

BALTIMORE—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Baltimore Radio Show, Inc.
Business Address.....10 East North Ave.
Phone Number.....Mulberry 1300
Studio Address.....Radio Center
Transmitter Location.....Waterview Ave.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP. UP.
Transcription Service.....World
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....Robert S. Maslin
Exec. Vice-President.....Hope H. Barroll, Jr.
Director of National Sales....Wm. S. Pirie, Jr.
Director of Local Sales.....Wm. R. Dothard
Sales Promotion Mgr.....Guy G. Griffen
Program Director.....Bert Hanauer
Production Manager.....Henry Hickman
Publicity Director.....Robert S. Maslin, Jr.
Chief Announcer.....Henry Hickman
Musical Director.....Joseph Imbrogulio
Chief Engineer.....William Q. Ranft

WITH

BALTIMORE—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Maryland Broad. Co.
Address.....7 E. Lexington St.
Phone Number.....Lexington 7808
Transmitter Location.....1230 Curtain St.
Time on the Air.....24 hours a day
News Service.....AP, Transradio
Transcription Service.....Lang-Worth; Standard Radio, Cole
Representative.....Headley-Reed Company
Membership.....NAB, BMB

Personnel

President.....Thomas Garland Tinsley, Jr.
General Manager..Thomas Garland Tinsley, Jr.
Station Manager.....Helen Powers
Sales Manager.....Robert C. Embry
Sales Promotion Manager....Robert C. Embry
Program Director.....Wallace W. Ashley
Publicity Director.....Mae Hughes
Chief Announcer.....Alston Stevens
Musical Director.....Wallace W. Ashley
Chief Engineer.....James S. Duff

See Page 435

WTBO
your
Tri-STATE
Voice
Maryland
WTBO
Pennsylvania
West Va.
NBC
Affiliation
Cumberland, Maryland

WTBO

CUMBERLAND—EST. 1928

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Cumberland Broadcasting Co.
Operated By.....Aurelia S. Becker, Charles Z. Haskett
Address.....31 Frederick St.
Phone Number.....Cumberland 298 and 299
Transmitter Location.....Reservoir Ave.
Time on the Air.....7 a.m. to 12 midnight; Sundays: 8 a.m. to 12 midnight
News Service.....UP, AP
Transcription Service.....World Broadcasting System
Membership.....NAB, BMB

Personnel

President.....Aurelia S. Becker
Station Manager.....Aurelia S. Becker
Chief Engineer.....David Jefferies

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WFMD

FREDERICK—EST. 1935

COLUMBIA BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Monocacy Broadcasting Company
Business Address.....Winchester Hall
Phone Number.....Frederick 1626
Studio Addresses.....Winchester Hall,
Transmitter Location.....Butterfly Lane, nr. Frederick
Time on the Air.....6 a.m. to 12:05 a.m.; Sundays: 7 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....World
Membership.....NAB, BMB

Personnel

President.....Laurence Leonard
General Manager.....William E. Hardy
Program Director.....Evelyn Leonard
Production Manager.....Bill Sell
Publicity Director.....William E. Hardy
Musical Director.....Bill Cook
Chief Engineer.....James W. Robertson
Record MC.....Roger Carroll

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WJEJ

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hagerstown Broadcasting Co.
Address.....Franklin Court
Phone Numbers.....2322-23-24
Transmitter Location.....Carrol Heights
Time on the Air.....6:30 a.m. to 12 midnight
Transcription Service..Associated, Lang-Worth
News Service.....AP
Transcription Service..Associated, Lang-Worth
Membership.....NAB, BMB

Personnel

General Manager.....Grover C. Crilley
Sales Manager.....William H. Paulsgrove
Sales Promotion Manager..Wm. H. Paulsgrove
Program Director.....Amos L. Harper
Publicity Director.....Pat Crilley
Record MC.....Will Groff

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WBOC

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Peninsula Broadcasting Co.
Address.....Radio Park
Phone Number.....Salisbury 2480-2481
Transmitter Location..1 mile north of Salisbury
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays, 8:25 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World Broadcasting System

Personnel

General Manager.....Charles J. Truitt
Program Director.....Gladys Stearns
Chief Engineer.....Peter A. Alfonsi

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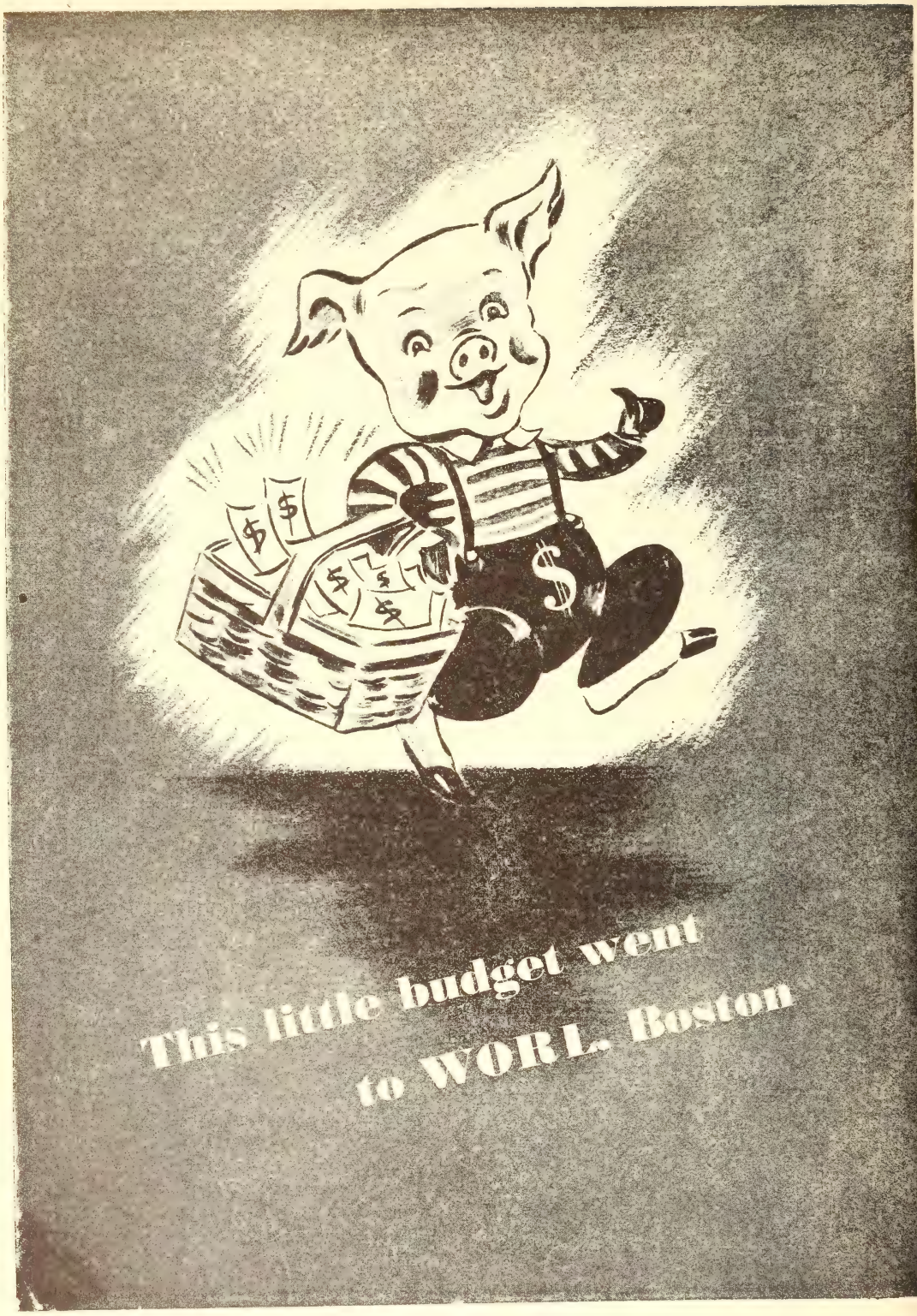
WGAY

SILVER SPRING—EST. 1946

Frequency: 1050 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Tri-Suburban Broadcasting Corp.
Address.....Silver Spring, Md.
Phone Number.....SHepherd 1050
Transmitter Location.....Kemp Mill Rd.
Time on the Air...Local sunrise to local sunset
News Service.....AP
Transcription Service.....World, Lang-Worth, SESAC
Membership.....NAB

Personnel

President-Owner.....John W. Kluge
Secretary-Treasurer.....Joseph L. Brechner
Station Manager.....Joseph L. Brechner
Sales Manager.....John W. Kluge
Program Director.....Don Bell
Chief Engineer.....Charles E. Chrismon


This little budget went
to WORL Boston

MASSACHUSETTS

Estimated Population 4,501,555—Radio Homes 1,168,280
Stations in State 27

WBZ & WBZA

BOSTON & SPRINGFIELD
EST. 1921
NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc.....Power: 50000 (WBZ), 1000 (WBZA)
Owned and Operated By.....Westinghouse Radio Stations, Inc.
Addresses..1619 Walnut St., Philadelphia, Pa.
Phone Number.....Rittenhouse 6870 (Phila.)
Station Address.....275 Tremont St., Boston
Transmitter Locations.....Hull, Mass.
Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....Standard Radio and NBC Thesaurus
Rpresentative.....NBC Spot Sales
Membership.....BMB

Personnel

President.....Walter Evans
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. H. Masse
Sales Promotion Manager.....Lynn Morrow
Publicity Representative.....W. A. Davis
Chief Engineer.....W. H. Hauser

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WCOP

BOSTON—EST. 1935
ABC NEW ENGLAND GROUP

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Massachusetts Broadcasting Corp.
Address.....485 Boylston St.
Phone Number.....COPley 0123
Transmitter Location.....Lexington, Mass.
Time on the Air.....6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
Newspaper Affiliation....Des Moines Register and Tribune, Minneapolis Star Journal
News Service.....INS, AP, UP
Representative.....Katz Agency, Inc.
Transcription Service.....Standard Radio and Lang-Worth
National Sales Office.....H. T. Enns
Membership.....NAB, BMB

Personnel

President.....Gardner Cowles, Jr.
General Manager.....Craig Lawrence
Sales.....A. N. Armstrong, Jr.
Sales Promotion.....Harry D. Goodwin
Chief Engineer.....Roland C. Hale
Record M.C.....Nelson E. Bragg

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WEEI

BOSTON—EST. 1924
COLUMBIA BROADCASTING SYSTEM
CBS NEW ENGLAND NETWORK

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By...Columbia Broadcasting System
Business Address.....182 Tremont St.
Phone Number.....HUBbard 2323
Studio Address.....182 Tremont St.
Transmitter Location.....Mystic Valley Parkway, Medford, Mass.
Time on the Air: 5:30 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Radio Sales
Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....Harold E. Fellows
Sales Manager.....Kingsley Horton
Sales Promotion Manager...Guy Cunningham
Production Manager.....Ray Girardin
Publicity Director.....Marie Houlahan
Chief Engineer.....Harold Dorschug
Record M.C.'s.....Sherman Feller, Evelyn Howe

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WMEX

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Operated By.....The Northern Corp.
Address: WMEX Bldg., 70 Brookline Ave.
Phone Number.....Commonwealth 3900
Transmitter Location.....73 W. Squantum St., Quincy, Mass.
Time on the Air.....7:30 a.m. to 12 midnight
News Service.....INS
Transcription Service.....Lang-Worth, World, Associated, SESAC
Representative.....William G. Rambeau Co.
Membership.....NAB, BMB

Personnel

Acting Pres.....Alfred J. Pote
Genl. Mgr.-Sales Mgr.....William S. Pote
Program Director.....John Kiley
Chief Engineer.....John Memishian

It's an Old New

To Have Pie for Breakfast

To Be Fond of Fish



Courtesy of Vanguard Press, Publishers of "It's An Old New England Custom" by Edwin Valentine Mitchell.

England Custom

To Reach a Ripe Old Age

To Serve Turkey and Cranberry Sauce

To Beat the Drum

To listen to Yankee home-town stations!

24 YANKEE "HOME-TOWN" STATIONS

WNAC	Boston, Mass.
WFAU	Augusta, Me.
WJOR	Bangor, Me.
WICC	Bridgeport, Ct.
WKXL	Concord, N. H.
WSAR	Fall River, Mass.
WEIM	Fitchburg, Mass.
WHAI	Greenfield, Mass.
WONS	Hartford, Ct.
WHYN	Holyoke, Mass.
WLNH	Laconia, N. H.
WCOU	Lewiston-Auburn, Maine
WLLH	Lowell-Lawrence, Massachusetts
WKBR	Manchester, N.H.
WNLC	New London, Ct.
WBRK	Pittsfield, Mass.
WMTW	Portland, Me.
WHEB	Portsmouth-Dover, N. H.
WEAN	Providence, R.I.
WSYB	Rutland, Vt.
WWSR	St. Albans, Vt.
WWCO	Waterbury, Ct.
WDEV	Waterbury, Vt.
WAAB	Worcester, Mass.

Plus FM Stations

WGTR	Boston
WMNE	Mt. Washington

A YANKEE HOME-TOWN STATION has a distinctly local character. It's an integral part of community life — as familiar as the post office or the town hall.

A Yankee home-town station brings to its community the best in radio entertainment — coast-to-coast programs, with Yankee Network News Service, thrilling sportcasts, plus programs of New England flavor and local interest. Yankee home-towners listen to their local stations. They hear the best without dialing outside stations.

A Yankee home-town station promotes local business. There is a community of interest between it and the local merchants. It is used by the very merchants whose cooperation you seek and who are ready to push national brands locally advertised.

This is local acceptance in the Yankee sense — acceptance by the audience and by trade outlets — acceptance that is a strong, active daily influence on buying habits, that gives you direct penetration and greatest sales impact in each key market.

Yankee's 24 home-town stations tie these markets together. They provide complete radio coverage of New England in the only way it can be obtained.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

WHDH

BOSTON—EST. 1929

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Matheson Radio Co., Inc.
Address.....6 St. James Ave.
Phone Number.....Hancock 5500
Transmitter Location.....Saugus, Mass.
Time on the Air.....6:15 a.m. to 12:15 a.m.; Sunday: 8 a.m. to 12:30 a.m.
News Service.....UP and AP
Newspaper Affiliation.....Boston Herald-Traveler Corp.
Transcription Service.....World, Associated, Lang-Worth, Standard, Capitol
Representative.....John Blair & Co.

Personnel

President.....Robert Choate
General Manager.....William B. McGrath

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WNAC

BOSTON—EST. 1922

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK KEY STATION

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By: The Yankee Network, Inc.
Address.....21 Brookline Ave.
Phone Number.....COMmonwealth 0800
Transmitter Location.....Montclair, Mass.
Time on the Air.....6 a.m. to 1 p. m.; Sundays, 8 a.m. to 1 a.m.
News Service.....AP, Reuters
Transcription Service...Standard, Associated, SESAC
Representative.....Edward Petry & Co., Inc.
Membership.....NAB, BMB

Personnel

President.....William O'Neil
Gen. Mgr.-Ch. of Board.....John Shepard, III
Sta. Mgr.-Exec. V-P-Sales Mgr...Lewis Travers
Sales Promotion Mgr.....James S. Powers
Program Director.....George Steffy
Publicity Director.....Phyllis Doherty
Musical Director.....Robert Norris
Chief Engineer.....Irving T. Robinson

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WORL

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By: Broadcasting Service Organization, Inc.
Address.....216 Tremont St.
Phone.....Liberty 4540
Transmitter Location.....Needham, Mass.
Time on the Air.....6:30 a.m. to Sunset
News Service.....AP and UP
Representative.....Forjoe & Co.

Personnel

Chief Executive.....Harold A. LaFount
General Manager.....George Lasker
Program Director.....Robert N. Perry
Chief Engineer.....John Parker

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WACE

CHICOPEE—EST. 1946

Frequency: 730 Kc....Power: 1000 w., d. only
OwnedOperated By.....The Regional Broadcasting Co.
Address.....Chicopee St.
Transmitter Location.....Chicopee St.
Time on the Air.....Local sunrise to local sunset
News Service.....AP
Transcription Service.....NBC Thesaurus
Membership.....NAB

Personnel

President.....David Hayes
General Manager.....John S. Lloyd
Sales Manager.....David Hayes
Program Director.....Terry Colwell
Production Manager.....Terry Colwell
Chief Engineer.....Ralph Robinson
Record M.C.....Lee Smith

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WSAR

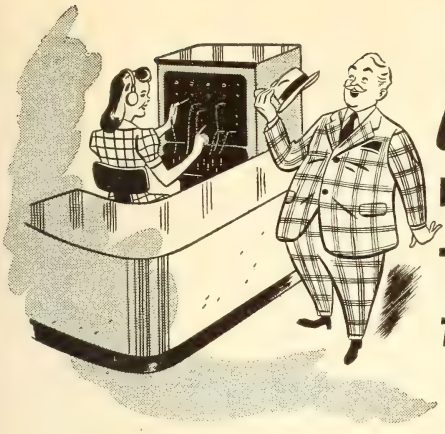
FALL RIVER—EST. 1921

MUTUAL — YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....The Fall River Broadcasting Co., Inc.
Address.....Academy Bldg.
Phone Number.....7-9477-8 (Transmitter)
Transmitter Location.....So. Somerset, Mass.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....AP
Newspaper Affiliation..Fall River Herald News
Transcription Service..Lang-Worth, Thesaurus
Representative.....Headley Reed Co., Bertha Bannon
Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....Melvin Lahr
Sales Manager.....John Harrington
Sales Promotion Manager.....John Crowley
Program Director.....Angus Bailey
Publicity Director.....John Crowley
Chief Engineer.....John Pavao
Record M.C.....Wallace O'Hara



DIAL 850, Sir

FOR A DIRECT WIRE TO NEW ENGLAND!

THAT'S WHDH

New England's Fastest-Growing Independent Station!

Acceptance isn't easily won. That's why it's smart to direct your sales talks to New Englanders over their own INDEPENDENT station. The WHDH policy of better programming, to suit New England tastes, guarantees enthusiastic acceptance for advertisers.

WHDH
LEADS IN NEW ENGLAND WITH

NEWS

EVERY HOUR ON THE HALF-HOUR

All news periods completely written and edited by Station's independent news staff.

Special news commentary daily by Ray Kierman, one of New England's foremost news analysts.

SPORTS

BASEBALL
American League Champions
Boston Red Sox

Boston Braves

FOOTBALL
Harvard and other college games

Boston Yanks professional games

HOCKEY
Boston Bruins

MUSIC

"MUSIC FOR BREAKFAST"

•

"CARNIVAL OF MUSIC"

•

"BACK BAY MATINEE"

•

Three of Boston's Leading Participation Shows

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WHDH

Check Now For Availability
6 ST. JAMES AVE., BOSTON, MASS.
5000 WATTS . . . 850 ON THE DIAL
Represented by John Blair & Company

WEIM

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Mitchell G. Meyers, Ruben E. Aronheim, Milton H. Meyers
Owned-Operated By..Radio Station WEIM, Inc.
Address .....717 Main Street
Phone Numbers.....Fitchburg 1600-1
Transmitter Location.....Summer St.
Time on the Air.....6:45 a.m. to midnight; Sundays, 8 a.m. to midnight
New Service.....AP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB

Personnel

Operating Partner.....Milton H. Meyers
Gen. Mgr.-Station Mgr.-Sales Manager.....Earle G. Clement
Program Dir.-Chief Announcer....Dick Tucker
Chief Engineer.....Ted Kalin
Record M.C.'s.....Dick Tucker, Ed Johnson

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WHOB

GARDNER—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Gardner Broadcasting Co.
Address .....Colonial Hotel
Phone Number.....Gardner 1490
Transmitter Location...1 mile from center of town on Green St.
Time on the Air.....7 a.m. to 11:30 p.m.; Sunday: 8 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service..NBC Thesaurus, SESAC
Representative.....William G. Rambeau Co.
Membership .....NAB, BMB

Personnel

President.....David M. Richman
General Manager.....J. Gordon Keyworth
Sales Promotion Manager...Henry E. Gendron
Program Director.....Robert E. Fuller
Commercial Rep.....Henry E. Gendron
Chief Engineer.....James Drake
News Editor.....Hugh McCoy

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WHAI

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Address .....354 Main St.
Phone Number..... 4301
Transmitter Location..... Woodard Rd.
Time on the Air.....Unlimited
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....Burn-Smith Co., Inc.
Membership .....NAB, BMB

Personnel

President.....John W. Haigis
Gen. Mgr.-Station Mgr.....James L. Spates
Sales Mgr.- Sales Promotion Manager.....Horace W. Nichols
Program Director.....John W. Haigis, Jr.
Publicity Director.....Graydon Spragg
Musical Director.....Fred Grebe
Chief Engineer.....Lee Wheeler

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WHAV

HAVERHILL—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Haverhill Gazette Co.

Personnel

General Manager.....John T. Russ
Commercial Manager.....James Dunbar
Program Manager.....L. Taylor
Chief Engineer.....Herbert W. Brown

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WHYN

HOLYOKE—EST. 1941

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ...Hampden-Hampshire Corporation
Address.....180 High St.
Phone Numbers.....8238, 8239
Studio Addresses.....180 High St., Holyoke; Canal St., South Hadley Falls; Nonotuck Bldg., Northampton
Transmitter Location. South Hadley Falls, Mass
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation.....The Holyoke-Transcript, The Hampshire Gazette
News Service..... UP
Transcription Service.....World, Associated
Membership .....NAB, BMB

Personnel

President .....William Dwight
General Manager.....Charles N. De Rose
Sales Manager.....Patrick J. Montague
Program Dir.-Publicity Dir.....Jay Heitin
Chief Engineer.....Thomas Humphrey

WLAW

LAWRENCE—EST. 1937

ABC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Hildreth & Rogers Company
Address.....278 Essex Street
Phone Number.....Lawrence 4107
Studio Address.....278 Essex St., Lawrence; Fairburn Bldg., Lowell
Transmitter Location.....River Road, Andover, Mass.
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation.....Eagle-Tribune
News Service..... UP
Transcription Service..Standard Radio & World
Representative.....Weed & Company
Membership .....NAB, BMB

Personnel

Pres. & Treas.....Irving E. Rogers
Gen. Mgr.-Station Mgr.....Harold B. Morrill
Sales Manager.....David M. Kimel
Sales Promotion Mgr.....Fred A. Sullivan
Program Director.....James T. Mahoney
Chief Engineer.....George W. Hinckley
Record M.C.....Robert B. Moore

WLLH

LOWELL-LAWRENCE—EST. 1934

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ..Merrimac Broadcasting Co., Inc.
Business Address 39 Kearney Square, Lowell
Phone Numbers.....Lowell 8715; Lawrence 2-2148
Transmitter Location: 39 Kearney Square, Lowell; Cregg Building, Lawrence
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Transcription Service: Associated Music Publishers
Representative.....Edward Petry & Co., Inc.
Membership .....BMB

Personnel

President.....A. S. Moffat
Vice-President .....Gerald Harrison
Station Manager.....Dana W. Fitzgerald
Sales Manager.....Haskell Bloomberg
Program Director.....Tom Clayton
Production Manager.....Dana W. Fitzgerald
Chief Engineer.....Anthony G. Michaels

With 50,000 watts
NEW ENGLAND'S
Best Radio Buy!



Tagged to serve a Buying Market.
With a jump from 5000 to 50,000 watts, WLAW gives you the vital New England market with millions of listeners. It's the logical choice to strengthen your sales record. Let us send you coverage facts.

WLAW
LAWRENCE, MASS.
ON 680 KILOCYCLES

Represented Nationally by WEED & CO.

WNBH

NEW BEDFORD—EST. 1921

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Bristol Broadcasting Co., Inc.
Business Address.....588 Pleasant
Phone Number..... 8-5228
Studio Address.....588 Pleasant Street
Transmitter Location.....Crow Island, Fairhaven, Mass.
Time on the Air.....7 a.m. to 11:15 p.m.
Newspaper Affiliation.....New Bedford Standard Times
News Service .....AP
Transcription Service .....World
Representative.....William G. Rambeau, Bertha Bannon
Membership .....NAB, BMB

Personnel

President .....Basil Brewer
General Manager.....James M. Patt
Station Manager.....James M. Patt
Sales Manager.....Theo. M. Healy
Program Director.....Thos. J. Wertenbaker, Jr.
Chief Engineer.....Arthur Deters
Record M.C.....James Lanagan

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WBRK

PITTSFIELD—EST. 1938

MUTUAL — YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Monroe B. England
Address .....8 Bank Row
Phone Number.....2-1553
Transmitter Location.....1100 East St.
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service .....Lang-Worth
Representative.....The Walker Co.
Membership .....NAB, BMB

Personnel

Owner.....Leon Podolsky
President-Station Manager..Monroe B. England
General Manager.....John Parsons
Commercial Manager.....Robert H. Burbank
Program Director.....John Lotas
Chief Engineer.....Leonard Lavendol

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WESX

SALEM—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: North Shore Broadcasting Company
Business Address.....49-53 Washington St.
Phone Number.....Salem 5670
Transmitter Location.Nagus Head, Marblehead
Time on the Air.....7 a.m. to 11 p.m.
Transcription Service.....World, Lang-Worth, Thesaurus
Representative .....Bertha Bannon

Personnel

President.....Charles W. Phelan
Gen. Mgr.-Station Mgr.....Edmund L. Phelan
Sales Manager.....Robert Taylor
Sales Promotion Manager.....John Shaw
Production Manager.....William Hubbard
Publicity Director.....Edward Meaney
Musical Director.....Leonard Powers
Chief Engineer.....Richard I. Hammond

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WMAS

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Address .....Hotel Charles
Phone Number..... 7-1414
Transmitter Location..... Pynchon Park
Time on the Air.....6:30 a.m. to midnight;
News Service .....UP
Transcription Service.....Associated Music
Representative.....Edward Petry & Co.
Membership .....NAB, BMB

Personnel

President.....A. S. Moffat
Gen. Mgr.-Station Mgr.....Robert Donahue
Sales Manager.....Robert M. Feldman
Sales Promotion Mgr.-Program Director.....Turner Cook
Chief Engineer.....Earle Hewinson
Record M.C.....Paul Monson

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WSPR

SPRINGFIELD—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1270 Kc..Power: 1000 Watts, Day; 500 Night
Owned-Operated By.....WSPR, Inc.
Address .....63 Chestnut Street
Phone Number.....Springfield 6-2757
Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.
Time on the Air.....7 a.m. to 12:05 a.m.; Sundays: 8 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service..... Langworth
Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon
Membership .....NAB, BMB

Personnel

Pres.-Gen. Mgr.....Quincy A. Brackett
Vice-Pres.-Station Mgr.....Milton W. Stoughton
Sales Manager.....William H. Burleigh
Promotion Manager.....Howard S. Keefe
Program Director.....Wayne H. Latham
Chief Engineer.....Lawrence A. Reilly
Record M.C.'s.....Charles F. A. Page, Edward V. Peck

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WOCB

WEST YARMOUTH —EST. 1944

ABC-KBS

Frequency: 1240 Kc.....Power: 250 W.
Owned-Operated By
Bristol Broadcasting Co., Inc.
Business Address.....South Sea Ave., West Yarmouth, Mass.
Phone Number.....Hyannis 502
Transmitter Location.....South Sea Ave., West Yarmouth, Mass.
Representatives.....Wm. G. Rambeau Co.

Personnel

Manager.....Don Sellers
Chief Engineer.....Everett Parker

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WAAB

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By....The Yankee Network, Inc.
Address.....34 Mechanic St.
Phone Number.....2-5611
Transmitter Location.....Holden, Massachusetts
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service.....AP & INS
Transcription Service.....Associated Music Publishers and Standard
Representative.....Edward Petry & Co., Inc.

Personnel

President.....William F. O'Neil
Chairman of the Board and General Manager.....John Shepard, 3rd
Sales Manager.....Linus Travers
Station Manager.....H. William Koster
Sales Promotion Manager.....Arthur Lathrop
Chief Engineer.....Joseph Grahn

WORC

WORCESTER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....Alfred F. Kleindienst
Address.....65 Elm Street
Phone Number..... 5-3101
Transmitter Location.....Auburn, Mass.
Time on the Air.....7 a.m. to 12 midnight;
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....Weed & Co.

Personnel

Owner-Operator.....Alfred F. Kleindienst
Managing Director.....Mildred P. Staton
Musical Director.....Maurice Diamond

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WTAG

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Address.....18 Franklin St.
Phone Number.....5-4321
Transmitter Location.....Holden, Mass.
Time on the Air.....6 a.m. to 12:05 a. m.;
Newspaper Affiliation: Worcester Telegram & The Evening Gazette
News Service.....AP, Reuters
Transcription Service.....WBS-AMP
Representative.....Paul H. Raymer Co.

Personnel

Executive Vice-President.....E. E. Hill
General Manager.....Robert W. Booth
Chief Engineer.....Elliot A. Browning

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WNEB

WORCESTER—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....New England Broadcasting Co.
Address.....Park Building
Phone Number.....6-4672
Time on the Air.....Unlimited License
News Service.....UP
Transcription Service..NBC Thesaurus, Capitol
Representative.....Adam Young, Jr., Inc. (for Boston, Kettel-Carter)

Personnel

General Manager.....John J. Hurley
Business Manager.....Paul C. Lytle
Technical Supervisor.....Kenneth B. Murray
Cammercial Manager.....Leslie F. Smith
Chief Enginter.....Vernon P. Wilson



Showmanship... the first prerequisite of successful public contact—including broadcasting—is constantly evident in the skilled programming and exploitation of WWJ features. This combination of science and artistry has won outstanding audience loyalty for WWJ during the past 26 years . . . maintaining the leadership expected from the *first radio station in the nation!* A pioneer always, WWJ will be on the air this winter with television through its sister station, WWDT. Obviously advertisers can anticipate—and are assured—impressive results from sales messages which capitalize on WWJ's penetration of *America's 4th market!*

WWJ

950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

AMERICA'S PIONEER BROADCASTING STATION—*First in Detroit*

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

OWNED AND OPERATED BY **THE DETROIT NEWS**

MICHIGAN

Estimated Population 5,927,582—Radio Homes 1,577,008
Stations in State 42

WABJ

ADRIAN—EST. 1946

Frequency: 1500 Kc....Power: 250 w. d. only
Owned-Operated By....The Adrian Broad. Co.
Address.....111 E. Maumee St.
Phone Number.....1599
Transmitter Location.....2982 Treat Rd.
Time on the Air..Local sunrise to local sunset
News Service.....UP
Transcription Service.....Thesaurus

Personnel

Chief Executives.....Gail D. Griner, Alden M. Cooper
General Managers.....Gail D. Griner,
Program Director.....Alden M. Cooper
Chief Engineer.....Gail D. Griner

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WATZ

ALPENA—EST. 1946

MUTUAL—WOLVERINE—PAUL BUNYAN KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Midwestern Broad. Co.
Address.....Alpena
Phone Number.....Alpena 1049
Studio Address.....Michigan 32 West
Transmitter Location.....Alpena Township
Time on the Air.....7 a.m. to 11 p.m.
News Service.....AP
Representative.....Hal Holman Co.

Personnel

President and Gen. Manager...Les Biederman
Station Manager.....Drew McClay

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WPNA *

ALPENA

Frequency: 1340 Kc.....Power: 250 Watts
Permittee.....Alpena Broadcasting Corp.

*C.P.

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WPAG

ANN ARBOR—EST. 1945

Frequency: 1050 Kc.....Power: 250 w. d. only
Owned-Operated By
Washtenaw Broadcasting Co., Inc.
Address.....106 E. Liberty Bldg.
Phone Number.....2-5517
Studio Address.....Hutzel Bldg., Ann Arbor; Unity Bldg., Ypsilanti
Transmitter Location.....1795 Maple Rd.
Time on the Air..Local sunrise to local sunset
News Service.....AP
Transcription Service.....Standard, World
Representative.....Burn-Smith Co.
Membership.....NAB, BMB

Personnel

Exec. Vice-President.....Edward F. Baughn
General Manager.....Edward F. Baughn
Sales Manager.....Amherst H. Turner
Chief Engineer.....George D. Stearns
Record MC.....Bill Mazer

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WELL

BATTLE CREEK—EST. 1925

AMERICAN BROADCASTING CO.
MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Federated Publications, Inc.
Address.....Michigan National Bank Bldg.
Phone Numbers.....5655; 7166
Transmitter Location.....Michigan National Bank Bldg.
Time on the Air.....Unlimited license
News Service.....AP
Newspaper Affiliation.....Enquirer & News
Transcription Service....Lang-Worth, Standard
Representative.....Burn-Smith Company, Inc.
Membership.....NAB, BMB

Personnel

President.....A. L. Miller
General Manager.....Dan E. Jayne
Sales Manager.....E. P. Mills, Jr.
Musical Director.....Bruce O'Leary
Chief Engineer.....Earl J. Stone

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WBCM

BAY CITY—EST. 1928

AMERICAN BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By...Bay Broadcasting Co., Inc.
Address ..... Wenonah Hotel

Phone Numbers.....Bay City 7551-7552
Transmitter Location .....Tuscola Road, Hampton Township
Time on the Air.....6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service.....Lang-Worth, World
Representative .....George P. Hollingbery
Membership .....BMB

Personnel

Representative.....George P. Hollingbery Co.
President.....Harley D. Peet
General Manager.....H. A. Giesel
Sales-Commercial Mgr.....H. A. Giesel
Program Director.....Ralph H. Carpenter
Publicity Director.....Frank E. Catto
Musical Director.....Lionel H. DeRemer
Chief Engineer.....Ralph H. Carpenter

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WHFB

BENTON HARBOR—ST. JOSEPH
EST. 1946

Frequency: 1060 Kc.....Power: 1000 w. d. only
Owned-Operated By..Palladium Publishing Co.
Address.....65 Wall St.
Phone Number.....Benton Harbor 8141
Transmitter Location.....Fairplane Ave.
Time on the Air.....Limited
Newspaper Affiliation....The News-Palladium (Benton Harbor) The Herald Press (St. Joseph)
News Service .....AP
Membership ..... NAB

Personnel

President-Owner .....Stanley R. Banyon
General Manager.....Jacob P. Scherer

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WATT

CADILLAC—EST. 1945

MUTUAL—WOLVERINE—KBS—
PAUL BUNYAN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .....Midwestern Broadcasting Co.
Business Address.....P. O. Box 219
Phone Number.....Cadillac 1270
Studio Address.....U. S. 131 South
Transmitter Location.....Clam Lake Township
Time on Air.....7 a.m. to 11 p.m.
News Service .....AP
Representative .....Hal Holman Co.
Membership.....NAB, BMB

Personnel

President-General Manager....Les Biederman
Station Manager.....Richard H. Wolgast

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WHDF

CALUMET—EST. 1929

MUTUAL—NORTH CENTRAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan Broadcasting Co.
Business Address.....Community Bldg., Houghton, Mich.
Phone Number .....Houghton 1
Studio Address.....515 Scott St.
Transmitter Location.....Laurium, Michigan
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation...Daily Mining Gazette
Transcription Service .....World
News Service .....AP
Representative.....Sears & Ayer
Membership.....NAB, BMB

Personnel

Exec. Vice-President.....John W. Rice
Station Manager.....Albert W. Payne
Program Director.....Earl Norden
Chief Engineer.....George L. Burgan

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WJBK

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....James F. Hopkins, Inc.
Address.....6559 Hamilton Avenue
Phone Number.....Trinity 2-2000
Transmitter Location.....15555 Woodrow Wilson Avenue
Time on the Air.....24 hours a day
News Service .....AP
Transcription Service.....Thesaurus; World and Standard
Representatives.....Forjoe & Company, Hal Holman

Personnel

President-Station Manager...James F. Hopkins
Commercial Manager.....George Millar
Program Director.....Sybil Krieghoir
Promotion Manager.....N. W. Hopkins
Chief Engineer.....Paul Francke

WJLB

DETROIT—EST. 1926

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By..Booth Radio Stations, Inc.
Address.....600 Buhl Bldg.
Phone Numbers..Cadillac 7600, Randolph 0220
Transmitter Locations.....Boulevard Bldg.
Time on the Air.....24 hours
News Service.....AP
Transcription Service.....World
Representative.....Burn-Smith Co.

Personnel

President.....John Lord Booth
General Manager.....John Lord Booth
Station Manager.....Hugh M. Gray
Sales Manager.....Eric V. Hay
Sales Promotion Manager.....Eric V. Hay
Program Director.....Herbert Mertz
Production Manager.....Viola Smith
Publicity Director.....Henry LoPrete
Chief Announcer.....George Kendall
Musical Director.....Herbert Mertz
Chief Engineer.....Edward H. Clark
Record MC.....Mel Jerome

For the *best*

in human interest

news . . .

AP

CLINCH *your coverage of the vital*

DETROIT MARKET

with WJBK

250 Watts . . . 24 Hours a Day

it takes more than a SHARP PENCIL to make a LOW RATE

IT TAKES COVERAGE! On, and bounded by Lake Erie, Lake Huron and the Detroit River, CKLW beams its 5,000 watt clear channel signal via the water route to a 10,000,000 population area with a buying power second to none in America. This power, plus our middle-of-the-dial frequency—800 kc.—coupled with the lowest rate of any major station in this market, makes CKLW your No. 1 buy!

in the DETROIT-WINDSOR area, it's

5,000 WATTS
DAY & NIGHT
at 800 KC.

CKLW

MUTUAL
and CBC
SYSTEM

Adam J. Young, Jr., New York Rep. • *H. M. Stovin, Toronto Rep.*

J. E. Campeau, Vice-Pres. and General Manager

CKLW

DETROIT-WINDSOR—EST. 1932

MUTUAL (U.S.A.)
CBC (CANADA)

Frequency: 800 Kc.....**Power:** 5000 Watts
Owned By....Western Ontario Broad. Co., Ltd.
Operated By....Western Ontario Broadcasting Co., Ltd., Windsor; Essex Broadcasters, Inc., Detroit
Addresses....Guaranty Trust Bldg., Windsor; Union Guardian Bldg., Detroit, Mich.
Phone Numbers: 4-1155 (Windsor) Cadillac 7200 (Detroit)
Transmitter Location..Highway 3—6 miles from Windsor in Essex County
Time on the Air.....5:30 a.m. to 4 p.m.
News Service.....**UP, PN, BUP**
Transcription Service.....World Broadcasting System; United T. S.; Standard
Representative...H. N. Stovin & Co. (Canada); Adam J. Young, Inc. (U.S.A.)
Membership.....NAB, BMB

Personnel

President.....Malcolm G. Campbell
Vice-Pres. and General Mgr....J. E. Campeau
Station Manager.....W. J. Carter
Sales-Commercial Mgr.....Richard E. Jones
Sales Promotion-Merchandising Manager.....Barbara MacFarland
Program Director.....S. Campbell Ritchie
Production Manager.....S. Campbell Ritchie
Publicity Director.....F. Darling
Musical Director.....Gord. Fleming
Chief Engineer.....W. J. Carter
Record MC.....Larry Gentile

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WJR

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....**Power:** 50000 Watts
Owned-Operated By ....WJR, The Goodwill Station, Inc.
Address.....2100 Fisher Building
Phone Number..... Madison 4440
Transmitter Location....Route 2, Wyandotte, Mich.
Time on the Air.....5 a.m. to 1 a.m., daily; Sundays, 8 a.m. to 1 a.m.
News Service.....AP, INS & UP
Transcription Service.....World Broadcasting System, Standard Radio, Lang-Worth, NBC Thesaurus
Representative.....Edward Petry & Co., Inc.
Membership .....NAB

Personnel

President.....George A. Richards
Asst. to Pres.....Harry Wismer
General Manager.....Owen F. Uridge
Sales Manager.....Charles G. Burke
Sales Promotion Manager...Robert F. Anthony
Program Director.....Worth Kramer
Production Manager.....Norman L. White
Publicity Director.....Robert F. Anthony
Chief Engineer.....George F. Leydorf
Record MC's....Ross Mulholland, Toby David

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WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By: EveningNews Association
Business Address.....630 W. Lafayette Ave.
Phone Number .....RAndolph 2000
Transmitter Location: 12700 W. 8 Mile Road, Oak Park, Detroit, Michigan
Time on the Air.....5:30 A.M.-2 A.M.
Newspaper Affiliation.....The Detroit News
News Service.....UP, AP
Transcription Services.....Standard
Representative.....George P. Hollingbery Co.
Membership .....NAB, BMB

Personnel

President.....W. E. Scripps
General Manager.....Harry Bannister
Station Manager.....Edwin Wheeler
Gen. Sales Manager.....Harry Betteridge
Gen. Program Manager.....Melvin Wissman
Promotion Manager.....Jane Albert
Publicity Director.....Lanny Pittman
Musical Director .....Mischa Kottler
Chief Engineer.....E. J. Love
Record MC .....Walter Basham

(*See Page* 450)

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WXYZ

DETROIT—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By..The American Broad. Co.
Business Address.....1700 Stroh Building
Phone Number .....Cherry 8321
Studio Address .....8415 East Jefferson Ave.
Transmitter Location....Joy Rd. and Greenfield
Time on the Air.....6:30 a.m. to 1 a.m.
News Service .....UP and INS
Transcription Service....Lang-Worth, Standard
Membership .....BMB

Personnel

General Manager.....James G. Riddell
Station Manager.....Jack McCarthy
Sales Manager.....Harold Christian
Sales Promotion Mgr.....Wm. J. Hendricks, Jr.
Program Director.....Jack McCarthy
Production Manager.....John Pival
Chief Engineer .....Charles Kotcher
Record MC.....Eddie Chase, Hugh Holder

WKAR*

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
Owned-Operated By...Michigan State College
Address.....Campus, East Lansing
Phone Number.....8-1511, ext. 600
Studio Address.....Auditorium Building
Transmitter Location..... Campus
Time on the Air.....Full Daytime
News Service .....AP
Transcription Service.....Thesaurus

Personnel

General Mgr.-Station Mgr...Robert J. Coleman
Program Supervisor.....Lawrence Frymire
Production Manager.....J. Kenneth Richards
Publicity Director.....Tom Waber
Chief Engineer.....Norris E. Grover

**Non-Commercial Station*

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WDBC

ESCANABA—EST. 1941

MUTUAL—KBS—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Delta Broadcasting Company
Address.....First and Ludington Streets
Phone Number 787
Transmitter Location.....First and Ludington
Time on the Air.....Full Daytime
News Service .....UP

Personnel

General Manager.....Gordon H. Brozek

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WBBC

FLINT—EST. 1946

MUTUAL

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By..Booth Radio Stations, Inc.
Address.....600 Bihl Bldg., Detroit, Mich.
Phone Number.....Randolph 0220
Time on the Air.....6 a.m. to 12 mid.
News Service .....AP
Transcription Service.....World

Personnel

President-General Mgr.....John L. Booth
Commercial Mgr.-Sales Mgr.....Eric V. Hay
Production Manager.....Hugh M. Gray
Chief Engineer.....Edward H. Clark

WFDF

FLINT—EST. 1922

ABC—MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Flint Broadcasting Co.
Address .....Mott Bldg.
Business Office Studios..Mott Bldg., Flint, Mich.
Phone Number 2-7158
Transmitter Location.....E. Bristol Road
Time on the Air.....6 a.m. to midnight daily; Sundays: 8 a.m. to midnight
News Service .....AP
Transcription Service.....Lang-Worth, Standard, Thesaurus, Capitol
Representative.....Burn-Smith, Inc.
Membership.....NAB, BMB

Personnel

President.....Howard M. Loeb
General Mgr.-Station Mgr....Howard M. Loeb
Sales Manager.....Fred S. Loeb
Sales Promotion Mgr.....Jon R. McKinley
Program Director.....Adrian R. Cooper
Production Manager.....Elmer Knopf
Publicity Director.....H. M. Loeb
Chief Announcer.....Marvin Levey
Musical Director.....William Geyer
Chief Engineer.....Frank D. Fallain
Record MC.....Bill Magner

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WMRP

FLINT EST. 1946

Frequency: 1510 Kc.....Power: 250 w. d. only
Owned-Operated By.....Methodist Radio Parish, Inc.
Address.....573 Mary St.
Phone Number 3-5112
Transmitter Location.....3217 Lapeer Rd.
Time on the Air.....Limited
News Service.....UP
Transcription Service.....Standard, Capitol

Personnel

Pres.-Owner-Chief Exec.....Daniel M. Robins
General Mgr.-Station Mgr...William H. Morford
Sales-Commercial Mgr.....John Koss
Program Director.....Cedric Harger
Production Manager.....R. Mark Ferris
Chief Engineer.....Homer Blumerich

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WTCB

FLINT—EST. 1947

NATIONAL BROADCASTING CO.

Frequency: 600 Kc.....Power: 1000 Watts
Licensee.....Central Broadcasting Corp.

WJEF

GRAND RAPIDS—EST. 1945

CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Fetzer Broadcasting Co.
Business Address.....P. O. Box 52
Phone Number.....6-8512
Studio Address.....Pantlind Hotel
Transmitter Location.....Pantlind Hotel
Time on the Air.....6:45 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service .....Associated
Representative.....Lewis H. Avery, Inc.

Personnel

Managing Director.....John E. Fetzer
General Manager.....Edward H. Bronson
Sales Manager.....John W. O'Harrow
Chief Engineer.....Carl E. Lee

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WLAV

GRAND RAPIDS—EST. 1940

ABC—MICHIGAN RADIO NETWORK
WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard A. Versluis
Address.....Keeler Building, 6 Fountain St., N.E.
Phone Number 6-5461
Transmitter Location....6 Fountain St., N.E.
Time on the Air.....6:45 a.m. to midnight
News Service .....UP
Transcription Service.....Standard Radio
Representative..Joseph Hershey McGillvra, Inc.
Membership ..... BMB

Personnel

Owner.....Leonard A. Versluis
Station Manager.....Hy M. Steed
Sales-Commercial Mgr.....Hy M. Steed
Program Director.....Evelyn Moxon
Chief Engineer.....Lee G. Stevens
Record MC.....John C. Marshall

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WOOD

GRAND RAPIDS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....King-Trendle Broadcasting Corporation
Address.....14th Floor Grand Rapids National Bank Building
Phone Number..... 9-4211
Transmitter Location.....633 - 60th St.
Time on the Air.....17½ hours daily
News Service..... UP
Transcription Service.....Lang-Worth, World, SECAC
Representative.....Paul H. Raymer Co.
Membership ..... BMB

Personnel

General Mgr.-Sales Mgr....Stanley W. Barnett
Merchandising Manager.....Paul F. Eichhorn
Program Director.....Sandy Meek
Production Manager.....Bob Smith
Publicity Director.....Lenore Little
Chief Engineer.....Fred W. Russell

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WIKB

IRON MOUNTAIN—EST. 1946

MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Upper Michigan Wisconsin Broadcasting Co., Inc.
Address.....Dickinson Hotel
Transmitter Location.....West "C" St.
Time on the Air.....6:30 a.m. to 11 p.m.; Sunday: 7:30 a.m. to 11 p.m.
News Service .....UP
Transcription Service.....World
Representative .....The Walker Co.
Membership.....NB, BMB

Personnel

President .....William L. Johnson
General Mgr.-Station Mgr.....J. W. Huss
Sales Mgr.-Sales Promotion Mgr....J. A. Marta
Program Director.....Herb Michael
Production Manager.....Don Ethier
Publicity Director.....J. A. Marta
Chief Announcer.....Don Ethier
Chief Engineer.....Eugene Kaari

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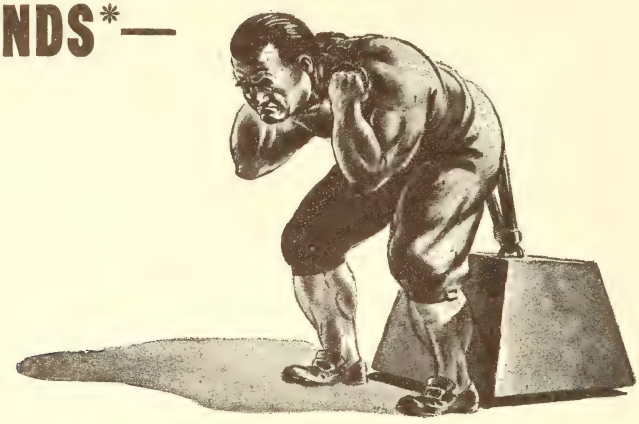
WJMS

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address.....124 E. McLeod Ave.
Phone Numbers.....20 & 21
Transmitter Location.....Cloverdale Dr.
Time on the Air....6:30 a.m. to 11 p.m. daily; Sunday: 7:30 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....The Walker Co.
Membership.....NAB, BMB

YOU MAY BE ABLE TO LIFT 1836 POUNDS*—



BUT—YOU CAN'T "RAISE" WESTERN MICHIGAN WITHOUT WKZO-WJEF!

Everybody knows about the veritable *wall* of fading that keeps outside stations from "raising" much of an audience in Grand Rapids, Kalamazoo and Greater Western Michigan. But look at what a two-station *inside* combination can do—WKZO at Kalamazoo, and WJEF at Grand Rapids! The following Hooper report figures (Spring, 1946) are the latest available as the Yearbook goes to press:

SHARE OF AUDIENCE—Grand Rapids, Kalamazoo								
	SETS IN USE	WJEF-WKZO	OTHER CBS	ALL ABC	ALL MBS	ALL NBC	ALL OTHERS	HOMES CALLED
8:00 AM—12 NOON (MON. thru FRI.)	17.5	34.0	11.2	22.5	6.2	24.0	2.1	6481
12:00 NOON—6:00 PM (MON. thru FRI.)	18.1	37.4	11.7	13.8	6.4	27.3	3.4	9798
6:00 PM—10:00 PM (SUN. thru SAT.)	29.5	37.3	6.7	11.0	6.7	36.9	1.4	18,161

If you are trying to cover Western Michigan with radio—or with any other medium—you deserve to know the *real facts* about the situation here. Our studies of this market are certain to be helpful. Call us—or Avery-Knodel, Inc.

* *Thomas Topham did it in Derby, England, in 1741.*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

Personnel

President.....William L. Johnson
General Mgr.-Station Mgr.....J. W. Huss
Sales Manager.....J. A. Marta
Sales Promotion Manager.....J. A. Marta
Program Director.....Herb Michael
Production Manager.....Don Hoover
Publicity Director.....J. A. Marta
Chief Announcer.....Don Hoover
Musical Director.....Laura Johnson
Chief Engineer.....Arne Dahlbacka

•

WIBM

JACKSON—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WIBM, Inc.
Address.....Hotel Hayes
Phone Number.....6121
Transmitter Location.....Hotel Hayes
News Service.....AP
Time on the Air.....6:45 a.m. to 11:30 p.m
Representative.....Forjoe & Company

Personnel

President.....Herman Radner
V.-P. & General Manager.....Roy Radner
Station-Commercial Manager....William Cizek
Sales Promotion Mgr.....Warren Augustine
Record M. C.....Jack Underwood
Chief Engineer.....C. W. Wirtanen

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WKZO

KALAMAZOO—EST. 1923

EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Broad. Co.
Business Address.....Burdick Hotel
Phone Number.....3-1223
Transmitter Location.....Parchment, Michigan
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....World, Standard
Representative.....Lewis H. Avery, Inc.
Membership.....NAB, BMB

Personnel

Managing Director.....John E. Fetzer
Sales Manager.....John W. O'Harrow
Program Director.....Willis F. Dunbar
Production Manager.....Harold Fitzgerald
Publicity Director.....Leonard Colby
Chief Announcer.....Marion Stutes
Chief Engineer.....Carl E. Lee
Record MC.....Harold Fitzgerald

WJIM

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By..... WJIM, Inc.
Address .....15th Floor, Bank of Lansing, Bldg.
Phone Number.....2-1333-4-5
Transmitter Location....Bank of Lansing Bldg.
Time on the Air.....6 a.m. to midnight
News Service .....UP
Transcription Service.....Standard, World
Representative.....Broadcast Sales Co.
Membership ..... NAB

Personnel

Pres.-Gen. Mgr.-Station Mgr...Harold F. Gross
Program Director.....Howard K. Finch
Publicity Director.....Robert F. Innes
Musical Director.....William Boyd
Chief Engineer.....N. Stanley Ponte
Record MC.....Warren Anderson

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WMPC*

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Liberty Street Gospel Church
Address .....803 Liberty St.
Phone Numbers.....455-J; 455-M
Transmitter Location.....803 Liberty St.
Time on the Air.....Specified Hours

Personnel

President-Station Manager.....Frank S. Hemingway

**Non-Commercial Station*

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WKLA

LUDINGTON— EST. 1944

MUTUAL—KEYSTONE—WOLVERINE

Frequency 1450.....Power 250 Watts
Owned & Operated By..Ludington Broadcasting Co.
Address .....Stearns Bldg.
Phone 842
Transmitter Location.....E. Ludington Ave.
Time on the Air.....Unlimited
News Service .....UP
Transcription Service .....Keystone
Representatives ....Joseph Hershey McGillvra
Membership ..... NAB

Personnel

Partners..K. L. Ashbacker, Grant F. Ashbacker
General Manager.....Karl L. Ashbacker
Sales Promotion Manager.....Peter. A. Mars
Chief Engineer.....N. Hale Blakely
Sports Announcer and Special Events
Joseph Michaels

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W D M J

MARQUETTE—EST. 1931

MUTUAL—KBS—WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Lake Superior Broadcasting Co.
Address .....146 W. Washington
Phone Number 616
Transmitter Location.....146 W. Washington
Time on the Air.....Unlimited license
Newspaper Affiliation...Daily Mining Journal
News Service.....UP
Transcription Service.....World Broadcasting

Personnel

General Manager.....Gordon H. Brozek

•

W K B Z

MUSKEGON—EST. 1934

MUTUAL—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ashbacker Radio Corp.
Business Address.....432 Apple Ave.
Phone Number 26-051
Studio Address.....432 Apple Ave.
Transmitter Location....Forest & Crescent Sts.
Time on the Air.....18 hours daily
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGilvra
Membership ..... NAB

Personnel

President-Owner.....Grant F. Ashbacker
General Manager.....Leonard A. Anderson
Sales Manager.....Fred W. Wagenvoord
Program Director.....Howard Hoffman
Publicity Director.....Fred W. Wagenvoord
Chief Engineer.....Stephen Garcia

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W M U S

MUSKEGON—EST. 1946

Frequency: 1090 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Greater Muskegon Broadcasters, Inc.
Address.....1769 Peck St.
Phone Number 25-414
Transmitter Location.....Giles Rd.
Time on the Air.....Daytime
News Service .....AP
Transcription Service.....NBC Thesaurus, Associated
Representative.....Howard H. Wilson Co.
Membership ..... NAB

Personnel

President-Gen. Manager...William C. Wester
Sales Promotion Mgr.....Clinton W. Raymond
Program Director.....John Marshall
Production Manager.....Clinton W. Raymond
Chief Announcer.....Ed Kihn
Musical Director.....Charles Bird
Chief Engineer.....N. L. Kessler

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W M B N

PETOSKEY—EST. 1946

MUTUAL—WOLVERINE—PAUL BUNYAN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Midwestern Broad. Co.
Address.....Anderson Bldg., Traverse City, Mich.
Phone Number.....Traverse City 1150
Studio Address.....U.S. 131 South
Transmitter Location....Bear Creek Township
Time on the Air.....7 a.m. to 11 p.m.
News Service .....AP
Representative .....Hal Holman Co.

Personnel

President-General Mgr.....Les Biederman
Station Manager.....R. E. Detwiler

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W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc.....Power: 1000 Watts
Owned-Operated By ..Pontiac Broadcasting Company
Address.....6th Floor Riker Building
Phone Number..... Pontiac 7141
Transmitter Location: Between Square Lake & Telegraph Roads, Pontiac, Michigan
Time on the Air: Local sunrise to local sunset
News Service .....INS and AP
Transcription Service.....Standard
Representatives.....John E. Pearson Co.
Membership .....BMB

Personnel

President and General Manager .....H. Y. Levinson

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W H L S

PORT HURON—EST. 1938

MUTUAL BROADCASTING SYSTEM
WOLVERINE—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Fort Huron Broadcasting Co.
Address ..... 932 Military St.
Phone Number.....2-3151
Transmitter Location....32nd St. and Lapeer
Time on the Air.....7 a.m. to Midnight
News Service..... UP
Transcription Service.....Lang-Worth
Representative.....Gene Grant & Co.

Personnel

President-Station Manager..Harmon L. Stevens
Sales-Commercial Manager...Robert L. Mackin
Chief Engineer.....Leslie C. Conant

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WEXL

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Royal Oak Broad. Co.
Address..... 212 West Sixth Street
Phone Numbers .....Elmhurst 6523-4, Royal Oak 0815
Transmitter Location.....2201 Woodward Heights Blvd., Ferndale, Michigan
Time on the Air.....24 hours daily
News Service.....INS, AP
Membership ..... NAB

Personnel

President .....George B. Hartrick
Station Mgr.-Sales Mgr.....Ellis C. Thompson
Program Director.....Kirk Knight
Chief Announcer.....Gordon Sparks
Chief Engineer.....Jerome Steadley

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WSAM

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Saginaw Broadcasting Co.
Address.....610 Eddy Bldg.
Phone Number.....2-5109
Transmitter Location.....Bay & Weiss Sts.
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sunday, 8 a.m. to 12:05 a.m.
News Service.....INS
Transcription Service...Standard Radio, World
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Milton L. Greenebaum
Station and Comm. Mgr....Robert W. Phillips
Sales Promotion Mgr.....Lee Chetek
Program Director.....Robert P. Ritter
Publicity Director.....Lee Chetek
Musical Director.....Fred Krell
Chief Engineer.....Harold McCullen
Record MC.....Fred Krell

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(CALL LETTERS TO BE ASSIGNED)
SAGINAW*

Frequency: 1210 Kc.....Power: 1000 Watts
Permittee.....Lake Huron Broadcasting Co.

*C.P.

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WSOO

SAULT STE. MARIE—EST. 1939

ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc....Power: 250 d.; 100 n.
Owned-Operated By..... Hiawathaland Broadcasting Co.
Address .....107 West Portage Avenue
Phone Number 3000
Transmitter Location .....U. S. Highway No. 2
Time on the Air.....6:45 a.m. to 11:45 p.m.
Newspaper Affiliation .....Sault Ste. Marie Evening News
News Service .....AP
Transcription Service..Standard Radio, SESAC

Personnel

President and Gen. Mgr.....Stanley R. Pratt
Sales-Commercial Manager.....R. Y. Burnett
Chief Announcer, Record M. C....Ray Ulbrich
Chief Engineer.....E. Kaari

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WTCM

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE—PAUL BUNYAN KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Midwestern Broadcasting Company
Address .....Anderson Building
Phone Number .....Traverse City 1150
Transmitter Location.....Elmwood Township
Time on the Air.....7 a.m. to 11 p.m.
News Service.....AP
Representative.....Hal Holman Co.
Membership ..... BMB

Personnel

President-General Manager....Les Biederman
Station Manager.....R. E. Detwiler
Program Director.....William H. Kiker
Chief Engineer.....Drew McClay



MAIN ENTRANCE

Minneapolis-St. Paul MARKET

● Selecting the radio station to do your selling job in this market doesn't necessarily pose "The Lady or The Lion?" question, we know. And we'll readily admit that a side road sometimes can get you where you want to go . . . even if it is the long way. But if you want to reach the rich retail market in the Minneapolis-St. Paul territory most effectively, KSTP is the right door . . . the main entrance . . . to fastest results. Programming and promotion combine to do the job you want done when you enter the Minneapolis—St. Paul Market through the main entrance . . . KSTP!

KEY STATION FOR THE NORTHWEST NETWORK

50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

MINNESOTA

Estimated Population 2,726,998—Radio Homes 686,021
Stations in State 24

KATE

ALBERT LEA—EST. 1937
AMERICAN BROADCASTING CO.
DAIRYLAND
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albert Lea Austin Broadcasting Company
Address .....332 So. Broadway
Phone Number 2338
Transmitter Location.....332 So. Broadway
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....SESAC
Representative .....John E. Pearson Co.

Personnel

President and Station Manager..E. L. Hayek
Assistant Station Mgr.....Warner C. Tidemann
Commercial Manager.....E. L. Hayek
Chief Engineer.....Lawrence Lawson

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KBUN

BEEMIDJI—EST. 1946
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Bemidji Broadcasting Co., Inc.
Address.....419½ Beltrami Ave.
Phone Number.....10
Transmitter Location.....Midway Drive
Time on the Air.....7 a.m. to 11 p.m.
News Service .....UP
Transcription Service.....Lang-Worth

Personnel

President.....Harry F. Pihl
General Manager.....R. W. Bradford
Chief Engineer.....Dick Noble

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KLIZ

BRAINERD—EST. 1946

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By Brainerd Broadcasting Co.
Address.....East Oak Street
Time on the Air.....Unlimited License
Representative....North Central Broad. System

Personnel

Pres. and Gen. Mgr.....E. Thomas O'Brien
Sales Manager.....Ralph Hegman, Jr.

KDAL

DULUTH—EST. 1936
COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned By....Red River Broadcasting Co., Inc.
Operated By.....Dalton LeMasurier
Address.....218 Bradley Building
Phone Number.....Melrose 2628
Transmitter Location.....Foot of 63rd Ave. W.
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to midnight
News Service .....AP
Transcription Service..Lang-Worth; Standard
Representative .....Avery-Knodel, Inc.

Personnel

President-Gen. Manager....Dalton LeMasurier
Commercial Manager.....Odin S. Ramsland
Chief Engineer.....R. A. Dettman

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WEBC

DULUTH—EST. 1924
NBC-ARROWHEAD NETWORK-NORTHWEST NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By .....Head of The Lakes Broadcasting Co.
Address.....WEBC Bldg.
Phone Number.....Melrose 2873
Transmitter Location.....40th and Tower, Superior, Wisc.
Time on the Air.....Unlimited License
News Service .....UP
Transcription Service..NBC Thesaurus, World, Cole, SESAC
Representative .....George P. Hollingbery

Personnel

Station Manager.....Walter C. Bridges
Dir. of Operations.....H. E. Westmoreland
Chief Engineer.....William Lounsberry

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KGDE

FERGUS FALLS—EST. 1926
MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By.....Fergus Radio Corp.
Address .....Fergus Falls
Phone Number.....3986
Transmitter Location .....Fergus Falls
Time on the Air .....Unlimited license
News Service .....AP

Personnel

Secretary-Treasurer.....Harold L. Dell
General Manager.....Don L. Albertson
Chief Announcer.....Milo Henry
Record MC.....Clarence Thielman

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W M F G

HIBBING—EST. 1935

NATIONAL BROADCASTING CO.
ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Head of the Lakes Broadcasting Co.
Address.....Androy Hotel
Phone Number.....1150
Transmitter Location.....Androy Hotel
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation.....Telegram
Newspaper Affiliation.....Superior (Wis.) Telegram
News Service.....UP
Representative.....Geoge P. Hollingbery Co.
Membership.....NAB, BMB

Personnel

President.....Morgan Murphy
General Manager.....W. C. Bridges
Station Mgr.-Sales Mgr.....H. S. Hyett
Program Director.....Ruth E. Coe
Publicity Director.....James McDougall
Chief Engineer.....William Lounsbery

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K Y S M

MANKATO—EST. 1938

NBC
SOUTHERN MINNESOTA NETWORK
NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....F. B. Clements & Co.
Address.....101 North 2nd Street
Phone Number.....4673
Transmitter Location....Belgrade Hill—North Mankato, Minn.
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....NBC, Thesaurus & Lang-Worth
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

Chief Executive.....F. B. Clements
General Manager.....John F. Meagher
Program Director.....Bob Gardner
Production Manager.....Jerry Deane
Publicity Director.....Del Brudelie
Chief Engineer.....James Houts
Record MC.....Lloyd Grant

K M H L

MARSHALL—EST. 1946

MBS-GREAT NORTHERN BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...KMHL Broadcasting Co.
Address.....1 mile E. of City, Highway 19
Transmitter Location.....1 mile E. of City, Highway 19
Time on the Air.....6 a.m. to 12 mid.
News Service.....UP
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

Pres.-Owner.....Harry W. Linder
Vice-President.....H. Willard Linder
Manager.....Gilmore F. Frayseth
Chief Engineer.....Corwin Ost

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K U O M *

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 w. d. only
Owned-Operated By..University of Minnesota
Address.....Eddy Hall, Main Campus, University of Minn.
Phone Number....Main 8177, Ext. 419 or 6322
Transmitter Location.....North Cleveland Avenue & Roselawn, St. Paul
Time on the Air.....10:30 a.m. to local sunset
News Service.....AP

Personnel

Program Director.....Kenn R. Barry
Production Manager.....Ruth Swanson
Chief Announcer.....Robert Boyle
Musical Director.....Paul Brissey
Chief Engineer.....Berten Holmberg

**Non-Commercial Station*

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W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc.....Power: 50000 Watts
Owned-Operated By ..Columbia Broadcasting System, Inc.
Business Address.....625 Second Avenue So.
Phone Number.....Main 1202
Studio Addresses: 625 Second Avenue So., Minneapolis, Minn.; Hamm Bldg., St. Paul 2
Transmitter Location.....Anoka, Minn.
Time on the Air.....5 a.m. to 1 a.m.
News Service.....AP; UP
Transcription Service.....Lang-Worth and Standard
Representative..... Radio Sales
Membership.....NAB, BMB

Personnel

Station Manager.....A. E. Joscelyn
Commercial Manager.....Tom Dawson
Sales Promotion Manager.....Carl Ward
Program Director.....Eugene Wilkey
Production Manager.....E. W. Ziebarth
Publicity Director.....Carl Ward
Musical Director.....Wallace Olson
News Editor & Special Events Director.....Sig Mickelson
Chief Engineer.....J. J. Beloungy

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WDGY

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Twin Cities Broadcasting Corp.
Address.....Nicollet Hotel
Phone Number.....ERidgeport 2271 (Mpls.); MIdway 6363 (St. Paul)
Transmitter Location..Wayzata Pk., 5 miles W. of City
Time on the Air.....6 a.m. to local sunset
News Service.....AP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....Lewis H. Avery
Membership.....NAB, BMB

Personnel

President.....Charles T. Stuart
Station Manager.....Melvin Drake
Sales Promotion Mgr.....Vic Williams
Program Director.....Ken Crane
Publicity Director.....Craig Campbell
Chief Engineer.....Charles Winkler

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WLOL

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By..Independent Merchants Broadcasting Co.
Business Address.....1730 Hennepin Ave.
Phone Numbers.....Atlantic 0406 (Mpls.); MIdway 4043 (St. Paul)
Studio Address....1730 Hennepin Ave., Mpls.
Transmitter Location.....1730 Davern, St. Paul
Time on the Air.....24 hours daily
News Service.....INS, UP
Transcription Service.....Standard
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

Owner & Chief Exec.....Ralph L. Atlass
General Manager.....Norman Boggs
Sales Manager.....Norman Boggs
Chief Announcer.....Robert Bouchier
Musical Director.....Verne Rooney
Chief Engineer (Studio).....Gene Brautigam
(Transmitter).....Wallace Miller
Record MC.....Glen Harris

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WTCN

MINNEAPOLIS—EST. 1934

ABC—DAIRYLAND NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
Operated By....Minnesota Broadcasting Corp.
Owned By.....Minnesota Tribune Co., St. Paul Pioneer Press
Address.....Wesley Temple Building
Phone Numbers.....Main 6562; Nestor 8661
Transmitter Location: Snelling Road B. Rose Township
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation: St. Paul Dispatch-Pioneer Press
News Service.....AP & UP
Transcription Service.....Associated Music Publishers & Langworth
Representative.....Free & Peters
Membership.....NAB, BMB

Personnel

President.....B. H. Ridder
General Manager.....F. Van Konynenburg
Sales Manager.....Robert Ekstrum
Sales Promotion Mgr.....Cliff J. Rian
Program Director.....Judy Bryson
Production Manager.....Max Karl
Musical Director.....William E. Metchnek
Chief Engineer.....John M. Sherman
Record MC.....Marv Conn, Jim Boysen

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KVOX

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...KVOX Broad. Co., Inc.
Address.....Wright Bldg.
Phone Number.....3-1523
Transmitter Location..14th St. and 12th Ave., South
Time on the Air.....6 a.m. to midnight; Sundays, 8 a.m. to midnight
News Service.....UP
Transcription Service.....SESAC
Representatives: North Central Broadcasting System
Membership.....NAB, BMB

Personnel

President.....David C. Shepard
General Mgr.-Station Mgr.....M. M. Marget

Sales Manager.....Arv Johnson
Sales Promotion Mgr.....Wm. Hurley
Program Director.....Ken Hollis
Publicity Director.....Wm. Hurley
Chief Announcer.....Earl Warren
Musical Director.....Arv Johnson
Chief Engineer.....Harry Vose
Record MC.....Sterling Kuhlmey

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WCAL*

NORTHFIELD—EST. 1922

Frequency: 770 Kc.....Power: 5000 Watts
Owned-Operated By.....St. Olaf College
Business Address.....St. Olaf College
Phone Number.....Northfield 770
Transmitter Location.....St. Olaf College
Time on the Air.....Shares Time
News Service.....AP
Transcription Service.....Associated
Membership.....NAEB, BMB

Personnel

Operations Director.....Milford C. Jensen
Promotional Director.....Martin Hegland
Program Director.....David Johnson
Publicity Director.....Rueben Monson
Chief Announcer.....Bill Lundquist
Program Asst. in Music.....Melba Sands
Chief Engineer.....Milford C. Jensen

**Non-Commercial Station*

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KROC

ROCHESTER—EST. 1935

NBC
NORTHWEST NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Minnesota Broadcasting Co.
Address.....100 First Ave. Building
Phone Number.....3924-5
Transmitter Location.....Highway 14, 2 miles N. of Rochester
Time on the Air.....5:30 a.m. to 12 midnight; Sunday: 6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....Mrs. G. P. Gentling
General Manager.....Maxine Jacobs
Sales Manager.....G. David Gentling
Sales Promotion Mgr.....Walter Bruzek
Chief Engineer.....Fred C. Clarke
Record MC.....Bernard N. Lusk

KFAM

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publishing Co.
Address.....20 Sixth Ave., North St. Cloud
Phone Number.....3330, 3331
Studio Address.....Weber Bldg.
Transmitter Location....Washington Memorial Dr. & 16th St. on Highway 15
Time on the Air.....6 a.m. to midnight;
Newspaper Affiliation...St. Cloud Daily Times
News Service.....AP
Transcription Service...NBC Thesaurus, Lang-Worth
Regional Sales Office.....KSTP, Radio City, Minneapolis
Membership.....NAB, BMB

Personnel

President.....Fred Schilplin
General Manager.....Frederick C. Schilplin
Program Director.....Patricia Pattison
Publicity Director.....Patricia Pattison
Chief Engineer.....Robert Witschen
Record MC.....Bob Wayne

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KSTP

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc.....Power: 50000 Watts
Owned-Operated By.....KSTP, Inc.
Address.....Hotel Saint Paul (St. Paul), Radio City (Minneapolis)
Phone Number.....Cedar 5511 (St. Paul), Bridgeport 3222 (Minneapolis)
Transmitter Location.....County Road C and Highway 61
Time on the Air.....5 a.m. to 2 a.m.
News Service.....AP, UP Radio News Association
Transcription Service.....NBC Thesaurus, World Broadcasting, Lang-Worth, Standard Radio
Representative.....Edward Petry & Company
Membership.....NAB, BMB

Personnel

President.....Stanley E. Hubbard
General Manager.....Stanley E. Hubbard
Vice-Pres. and Station Mgr...Kenneth M. Hance
Sales Manager.....Miller C. Robertson
Sales Promotion Mgr.....Sam Levitan
Production Manager.....Brooks Henderson
Publicity Director.....Sam Levitan
Farm Director.....Gary Wiegand
Musical Director.....Leonard L. Leigh
Chief Engineer.....John N. Fricker

(See Page 462)

WMIN

ST. PAUL & MINNEAPOLIS
EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Broadcasting Company
Address.....1287 St. Anthony Ave. (St. Paul)
Phone Number .....Nestor 6501
Transmitter Location....1287 St. Anthony Ave.
Time on the Air.....12:05 a.m.; Sunday: 7:30 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative.....Forjoe & Co.
Membership.....NAB, BMB

Personnel

President .....Edward Hoffman
General Manager.....Edward Hoffman
Asst. Gen. Manager.....Frank M. Devaney
Commercial Manager.....Charles Michaud
Program Director.....Robert E. A. Lee
Musical Director.....Helene Wachter
Chief Engineer.....Warren Fritze

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KTRF*

THIEF RIVER FALLS—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Henry K. Arenson
Address.....P.O. Box 191
Phone Number.....13
Transmitter Location.....Thief River Falls
Time on the Air....7 a.m. to 11 p.m. (proposed)
News Service .....UP
Transcription Service.....NBC Thesaurus
Membership .....NAB

Personnel

President-Owner.....Henry K. Arneson
General Manager.....Henry K. Arneson
Station Manager.....Wallace J. Jorgenson
Sales Manager.....Alvin Christofferson
Publicity Director.....Henry K. Arneson
Musical Director.....Richard G. Biddick

**Construction Permit*

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WHLB

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK

Frequency 1400 Kc.....Power: 250 Watts
Owned By.....Morgan Murphy
Operated By....Head of the Lakes Broad. Co.
Address....Radio Station WEBC, Duluth, Minn.
Phone Number.....Melrose 2873
Studio Address.....WHLB, Virginia, Minn.; WEBC, Duluth, Minn.
Transmitter Location.....Virginia
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation....Missabi Daily News
Transcription Service.....SESAC
National Sales Office....George P. Hollingbery
Representative.....O. H. Peterson

Personnel

Owner.....Morgan Murphy
General Manager.....Walter C. Bridges
Chief Engineer.....Conrad Gabrielson

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KWLM

WILLMAR—EST. 1940

ABC
NORTH CENTRAL BROADCASTING SYSTEM
DAIRYLAND

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Lakeland Broadcasting Co.
Operated By.....H. W. Linder
Address.....War Memorial Auditorium
Phone Number.....1340
Studio Address.....Willmar, Montevideo, Redwood Falls, Minn.
Transmitter Location.....Willmar
Time on the Air.....18 hours daily
News Service .....UP
Transcription Service.....M. M. Cole
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....H. W. Linder
General Manager.....H. W. Linder
Program Director.....Ralph Shepard
Chief Engineer.....Clinton W. Knapp

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KWNO

WINONA—EST. 1938

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Winona Radio Service
Address.....216 Center St.
Phone Number.....3314-5
Transmitter Location.....West Sarnia St.
Time on the Air.....6:30 a.m. to midnight; Sunday, 7:30 a.m. to midnight
Newspaper.....Winona Republican Herald
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....M. H. White
Gen. Mgr.-Station Mgr.....L. L. McCurnin
Sales Promotion Mgr.....Gordon Closway
Chief Engineer.....L. L. McCurnin

MISSISSIPPI

Estimated Population 2,166,339—Radio Homes 357,566
Stations in State 24

WROX

CLARKSDALE—EST. 1943

MUTUAL—MID SOUTH
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Clarksdale Broadcasting Co.
Operated By.....Birney Imes, Sr.
Business Address.....WROX Building
Phone Number.....1566-7
Studio Address.....WROX Building
Transmitter Location.....9/10 mile from Clarksdale
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....The Commercial Dispatch
News Service.....AP
Transcription Service.....World
Representative.....Sears and Ayer, Inc.
Membership.....NAB, BMB

Personnel

Pres.-Owner.....Birney Imes, Sr.
General Manager.....Bob McRaney
Station Manager.....P. B. Hinman
Sales Manager.....Howard Gurney
Program Director.....Thomas Reardon
Chief Announcer.....Mel Deschene
Musical Director.....Mel Deschene
Chief Engineer.....Gartley Tavel
Record MC.....Mel Deschene

WCJU

COLUMBIA—EST. 1946

REBEL NETWORK—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Broad. Co.
Address.....513 South Main St., P.O. Box 472
Phone Number.....755-6
Transmitter Location.....Highway 24 West
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service.....KBS
Representative.....George P. Hillingbery Co.

Personnel

President.....C. J. Wright
General Manager.....Charles J. Wright, Jr.
Commercial Manager.....Frank Holifield
Chief Engineer.....B. B. McLemore

WCBI

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM
MID-SOUTH NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned & Operated By.....Birney Imes, Jr.
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Address..Gilmer Hotel; MSCW Campus
Transmitter Location.....Foot of Main St. at Tombigbee River Bridge
Time on the Air.....Unlimited
Newspaper Affiliation...Columbus Commercial Dispatch
News Service.....AP
Transcription Service.....World
Representative.....Sears and Ayer, Inc.
Membership.....NAB, BMB

Personnel

President-Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sales Manager.....J. W. Eatherton
Sales Promotion Manager.....Drew Shankle
Program Director.....Charles Newman
Chief Announcer.....Jack Dix
Chief Engineer.....Holt Dyess

WCMA

CORINTH—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By
Corinth Broadcasting Co., Inc.
Address.....Ray Building
Representative..... Burn-Smith

Personnel

General Manager.....Aaron B. Robinson
Commercial Manager.....Wm. Bigley
Chief Engineer.....W. M. Essary

WJPR

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Radio Service Co., WJPR
Address.....107 So. Poplar St.
Phone Number.....1770-1
Transmitter Location.....North on Highway No. 1
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service..World, NBC Thesaurus
Representative.....Sears & Ayer, Inc.
Membership.....NAB, BMB

Personnel

General Manager....Emmet H. McMurry, Jr.
Station Manager.....Emmet H. McMurry, Jr.
Sales Manager.....Frank W. Baldwin
Sales Promotion Manager.....Ben F. Rogers
Program Director.....Robert P. Thompson
Production Manager.....Ben F. Rogers
Publicity Director.....Robert P. Thompson
Chief Announcer.....Bill McHan
Musical Director.....Barbee Ashley
Chief Engineer.....Percy Lee Kuhn
Record MC.....Paul Artman

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W G R M

GREENWOOD—EST. 1938

NBC—KBS
MISSISSIPPI STATE—TRIANGLE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....P. K. Ewing
Address.....222 Howard Street
Phone Numbers.....1900-1
Transmitter Location.....2 miles N. of City
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....AP
Membership.....NAB
Transcription Service.....Standard
Representative.....Wm. G. Rambeau

Personnel

President-Owner.....P. K. Ewing
Gen. Manager-Station Mgr.....F. C. Ewing
Program Director.....Shelton Morgan
Publicity Director.....Grace Harris
Chief Announcer.....Van Power
Musical Director.....T. D. Shanks
Chief Engineer.....Bill Hand

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W G C M

GULFPORT—EST. 1929

AMERICAN BROADCASTING CO.
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned and Operated By.....WGCM, Inc
Address....Hewes-Martin Bldg., P.O. Box 1032
Phone Number.....Gulfport 1110
Studio Addresses.....Hewes-Martin Bldg. (Gulfport)
Transmitter Location.....Arlington Heights
Time on the Air.....6 a.m. to 11 p.m. Sundays: 7:55 a.m. to 10:30 p.m.
News Service.....AP
Transcription Service.....Standard, Keystone
Membership.....NAB, BMB

Personnel

General Manager.....Hugh O. Jones
Program Director-Production.....C. E. Vann
Chief Engineer.....Donovan Murphy

W F O R

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.
REBEL NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Broadcasting Co.
Address....302 Hemphill St., P.O. Box 312
Phone Number.....1866-67
Transmitter Location.....W. Seventh St. and 25th Ave.
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service.....World, Thesaurus
Representative.....Geo. P. Hollingbery Co.

Personnel

President.....C. J. Wright
General Mgr.-Station Mgr.....C. J. Wright
Chief Engineer.....B. B. McLemore

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W J D X

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Lamar Life Insurance Company
Address.....P.O. Box 2171
Phone Numbers.....2-1183 (Com'l Dept.), 2-2341 (Studios)
Studio Address.....Heidelberg Hotel
Transmitter Location.....U. S. Highway No. 51
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....NBC Thesaurus; Lang-Worth
Representative.....George P. Hollingbery

Personnel

General Manager.....Wiley P. Harris
Chief Engineer.....Percy G. Root

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W J Q S *

JACKSON—EST. 1946

CBS—MISSISSIPPI BROADCASTING CO.

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By..Mississippi Broadcasting Co., Inc.
Address.....Wathall Hotel
Transmitter Location.....Pleasant Ave.
News Service.....AP
Transcription Service.....Capitol

Personnel

President & Gen. Manager.....Withers Gavin

**Construction Permit*

WJXN

JACKSON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By..Ewing Broadcasting Co.
Address.....1200 N. State St.
Phone Number.....4-8871
News Service.....INS
Transcription Service.....Standard
Representative.....William G. Rambeau Co.

Personnel

Owners.....F. C. Ewing, P. K. Ewing, Jr.
General Manager.....Guy Corley
Commercial Manager.....Ernest Watson
Chief Engineer.....Murray Ellington

WSLI

JACKSON—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Standard Life Broadcasting Co.
Address.....Robert E. Lee Hotel, P. O. Box 1847
Phone Number.....3-2783
Transmitter Location.....Foot of High St.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Weed & Co.
Membership.....NAB, BMB

Personnel

President.....G. W. Covington
General Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Sales Promotion Manager.....M. B. Wray
Program Director.....B. K. Smith
Publicity Director.....Charlie Rawls
Chief Engineer.....C. A. Perkins

WAML

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.
REBEL NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....New Laurel Radio Station, Inc.
Address.....535½ Central Ave.
Phone Number.....288, 1575
Transmitter Location.....Ellisville Blvd.
Time on the Air.....6 a.m. to 11:05 p.m.; Sunday: 7:30 a.m. to 11:05 p.m.
News Service.....AP & UP
Transcription Service..World, SESAC, Keystone
Representative.....George P. Hollingberry Co.

Personnel

President.....D. A. Matison
General Manager.....Ward A. Coleman
Commercial Manager.....M. M. Caver
Chief Engineer.....Clyne Graves

WLAU

LAUREL—EST. 1946

MUTUAL

Frequency: 190 Kc.....Power: 250 Watts
Owned-Operated By....Southland Broad. Co.
Address.....437½ N. Magnolia St.
Phone Number.....420
Transmitter Location.....East 19th St.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....William G. Rambeau
Membership.....NAB

Personnel

General Manager.....Hugh M. Smith
Chief Engineer.....Lloyd Hilbun

WMBC

MACON—EST. 1946

MISSISSIPPI BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Mississippi Broadcasting Co.
Address.....Macon Hotel
Transmitter Location.....Pearl St.
News Service.....AP
Transcription Service.....Capitol

Personnel

President-Gen. Manager.....Withers Gavin

WSKB

McCOMB—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McComb Broadcasting Corp.
Business Address.....Box 111
Phone Number.....37
Studio Address.....WSKB Bldg.
Transmitter Location.....Pike County
Time on the Air.....6 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Cox & Tanz

Personnel

General and Commercial Manager.....George Blumenstock
Chief Engineer.....Robert Louis Sanders

WCOC

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM
MISSISSIPPI BROADCASTING CO.

Frequency: 910 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By....Mississippi Broadcasting Co., Inc.
Address.....Threefoot Building
Phone Number.....1042
Transmitter Location....Highway No. 45 North
Time on the Air.....6 a.m. to 12:10 a.m.

News Service.....UP
Transcription Service.....NBC Thesaurus, Standard, Cole

Personnel

President-Gen. Manager.....Withers Gavin
Program Director-Musical Director.....Mrs. Withers Gavin

WMOX

MERIDIAN—EST. 1945

KBS

Frequency: 1240kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes Jr.
Address.....23rd & Ninth Street
Phone Number.....495
Transmitter Location.....1 mile out
Time on the Air.....Full Time License
Representative.....Sears & Ayer, Inc.

Personnel

General Manager.....Bob McRaney
Station Manager.....Gene Tibbett

WTOK

MERIDIAN—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated by Meridian Broadcasting Co.
Address.....Citizens Nat'l Bank Bldg.
Phone.....1570
Transmitter Location....3rd Ave. and 20th St.
Time on the Air.....6 a.m. to 12 midnight
News Service.....INS
Transcription Service.....Langworth
Representative.....Headley-Reed

Personnel

Pres. & Gen. Mgr.....Robert F. Wright
Sales Commercial Mgr.....William B. Crooks
Chief Engineer.....Joe Saxon

WMIS

NATCHEZ—EST. 1941

NBC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Natchez Broad. Co.
Operated By.....P. K. Ewing, Jr.
Address.....City Bank & Trust Co. Bldg., 407 Franklin St.
Phone Number.....580-1
Transmitter Location...Highway No. 61, North
Time on the Air.....6:55 a.m. to 11:05 a.m.
News Service.....AP
Representative.....Wm. G. Rambeau
Membership.....NAB, BMB

Personnel

President.....P. K. Ewing
General Manager.....P. K. Ewing, Jr.
Commercial Manager.....Paul Schilling
Record MC.....Bill Slatter

WELO

TUPELO—EST. 1944

MUTUAL BROADCASTING SYSTEM
MID-SOUTH—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....The Tupelo Broad. Co.
Operated By.....Birney Imes, Jr.
Business Address.....WELO Bldg.
Phone.....908 & 1242
Studio.....WELO Bldg.
Transmitter Location.....Highway 45 South
Time on the Air.....17 hours daily
News Service.....AP
Transcription.....World
Representatives.....Sears & Ayers
Membership.....NAB

Personnel

President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Bob Evans
Chief Engineer.....LeRoy Greene

WQBC

VICKSBURG—EST. 1931

ABC—KBS

Frequency: 1420 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Delta Broadcasting Company, Inc.
Address.....Hotel Vicksburg
Phone Number.....312
Transmitter Location.....2½ miles S.E. of Vicksburg
Time on the Air.....7 a.m. to 11:05 p.m.
News Service.....AP
Newspaper Affiliation.....Vicksburg Evening Post, Vicksburg Morning Herald
Transcription Service.....World Broadcasting
Representative.....Sears & Ayer, Inc.

Personnel

President.....L. P. Cashman
General Manager.....Mary Van Cashman
Commercial Manager.....O. W. Jones
Chief Engineer.....C. E. Drake

WDUE*

PHILADELPHIA

Frequency: 1490 Kc.....Power: 250 Watts
Licensee.....Duke H. Thornton

*C.P.

(CALL LETTERS TO BE ASSIGNED) YAZOO CITY*

Frequency: 1230 Kc.....Power: 250 Watts
Permittee.....Barrier & Holmes

*C.P. (*Was pending*)


Many of radio's brightest stars
have had their beginning at
KMBC
OF KANSAS CITY
"the station with a network operation"
THESE AMBASSADORS HERE
of entertainment and information
are representative of KMBC's
great talent staff today which is
winning friends and influencing listeners
in the advertiser's behalf.

MISSOURI

Estimated Population 3,804,733—Radio Homes 979,536
Stations in State 26

KFUO*

CLAYTON—EST. 1924

Frequency: 850 Kc.....Power: 5000 w. d. only
Owned-Operated By.....Lutheran Church Missouri Synod
Address.....801 DeMun Ave., St. Louis, Mo.
Phone Number.....DELmar 3030-1
Transmitter Location.....Concordia Seminary Campus
Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....World

Personnel

Director.....Rev. Herman H. Hohenstein
Production Manager-Chief Announcer.....Rev. Elmer Knoernschild
Chief Engineer.....Albert Wiese

**Non-Commercial Station*

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KFVS

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location....3 miles north west of Cape Girardeau on Highway No. 61
Time on the Air.....6:30 a.m. to 10 p.m.; Sunday: 8 a.m. to 9 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....Oscar C. Hirsch
General Manager.....Oscar C. Hirsch
Commercial Manager.....Ralph L. Hirsch
Sales Promotion Manager.....Ralph L. Hirsch
Program Director.....Virginia Bahn

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KFRU

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....4141
Transmitter Location.....Hickman Hall, Stephens College
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....St. Louis Star-Times
News Service.....AP & UP
Transcription Service.....Lang-Worth
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....Elzey Roberts
General Manager.....Mahlon R. Aldridge, Jr.
Station Manager.....Mahlon R. Aldridge, Jr.
Sales Promotion Mgr...Mahlon R. Aldridge, Jr.
Program Director.....Harold Douglas
Chief Engineer.....Robert Haigh
Record MC.....Dave Allen

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KHMO

HANNIBAL—EST. 1941

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Courier Post Publishing Co.
Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.
Time on the Air.....5:30 a.m. to 12 midnight; Sundays: 6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....NBC, World
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

General Manager.....Wayne W. Cribb
Commercial Manager.....Wayne W. Cribb
Program Director.....U. S. Smith, Jr.
Publicity Director.....Mary Ann McNerney
Chief Engineer.....Ben Parrish
Record MC.....Carl Mukle

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KWOS

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Capital Broadcasting Co.
Address.....210 Monroe St.
Phone Number.....4000
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....News-Tribune Co.



EXPANDED COVERAGE FOR E-X-P-A-N-D-I-N-G MID-AMERICA

There's no doubt about it — Mid-America is growing. You see it in the expanding industrial areas — and in the prosperous agricultural sections.

KCMO IS GROWING, TOO! With 50,000 Watts Day, 10,000 Watts Night, at 810 kc, (nearing completion), your sales messages will reach every corner of this rich and expanding market.

KCMO

Basic ABC • Kansas City 6, Mo.

JOHN E. PEARSON CO., National Representative

News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Sears & Ayer
Membership ..... BMB

Personnel

President ..... R. C. Goshorn
General Manager ..... R. L. Rose
Station Manager ..... Ray Manning
Commercial Manager ..... R. L. Rose
Sales Promotion Manager ..... Ray Manning
Program Director ..... Paul Schrimpf
Chief Announcer ..... Paul Schrimpf
Chief Engineer ..... Harold White

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K S W M

JOPLIN—EST. 1946

CBS

Frequency: 1230 Kc. ..... Power 250 Watts
Owned-Operated By ..... Air Time, Inc.
Address ..... Hotel Connor
Phone Number 7260
Transmitter Location ..... 1928 West 13th
Time on the Air ..... 6:30 a.m. to 12 mid.
News Service ..... UP
Transcription Service ..... World
Representative ..... William G. Rambeau
Membership ..... NAB

Personnel

President-General Mgr. ..... Austin A. Harrison
Commercial Manager ..... Warren D. Lowry
Sales Manager ..... Roger Page, Jr.
Program Director ..... Roger Page, Jr.
Production Manager ..... Noel Ball
Chief Engineer ..... Austin A. Harrison
Record MC ..... Noel Ball

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W M B H

JOPLIN—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ... Joplin Broadcasting Co.
Address ..... Frisco Bldg., Sixth and Main Sts.
Phone Number 330
Transmitter Location ..... 1334 Roosevelt Ave.
Time on the Air ..... 18 hours daily, 17 hours Sunday
Newspaper Affiliation ..... Joplin Globe Publishing Co.
News Service ..... AP
Transcription Service .... Thesaurus, Standard, M. M. Cole
Representative ..... Sears & Ayer
Membership ..... NAB, BMB

Personnel

Pres. & Gen. Mgr. ..... D. J. Poynor
Commercial Manager ..... Abe Radunsky
Sales Promotion Manager .... Charles D. Blair
Program Director ..... Roy Wilson
Publicity Director ..... Charles D. Blair
Chief Announcer ..... Charles McIntire
Musical Director ..... Roy Wilson
Chief Engineer ..... Richard Meek

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K C K N

KANSAS CITY

(See Listing, Kansas City, Kans.)

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K C M O

KANSAS CITY—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1430 Kc. ..... (CP-810 Kc.)
Power: 5000 d. ..... (CP-50,000 d.)
5000 n. (CP-10,000 n.)
Owned-Operated By: ..... KCMO Broadcasting Company
Address ..... 1515 Commerce Building
Phone Number ..... Victor 0900
Transmitter Location .. Hardesty & Washington Sts. (CP-Nashua, Mo.)
Time on the Air ..... 5 a.m. to 1 a.m.; Sunday, 7:30 a.m. to midnight
News Service ..... AP, UP
Transcription Service ... Lang-Worth, Standard
Representative ..... John E. Pearson Co.
Membership ..... NAB, BMB

Personnel

President ..... T. L. Evans
General Manager ..... E. K. Hartenbower
Asst. Manager ..... C. E. Breazeal
Commercial Manager ..... C. E. Morrill
Sales Promotion Manager ..... F. C. Strawn
Program Director ..... S. B. Tremble
Production Manager ..... Kenneth Heady
Publicity Director ..... F. C. Strawn
Chief Announcer ..... Dal Stallard
Musical Director ..... Gene Moore
Chief Engineer ..... Karl Troeglen

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K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Midland Broadcasting Co.

Address ..... Pickwick Hotel
Phone Number .....Harrison 2650
Transmitter Location....50th & Belinder Road
Time on the Air.....5 a.m. to 12:05 a.m.
Sundays: 7 a.m. to 12:05 a.m.
News Service.....AP. UP, TP.
Transcription Service.....World
Representative .....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....Arthur B. Church
General Manager.....Arthur B. Church
Vice-Pres. and Managing Director .....Karl Koerper
Vice-Pres. and Sales Director..Sam H. Bennett
Sales Promotion-Press Relations Director .....E. P. J. Shurick
Program Director.....Roderick Cupp
Production Manager.....Fran Heyser
Director of Research....Dr. Charles Church, Jr.
Director of Spec. Features....Gene W. Dennis
Chief Announcer.....Lee Stewart
Musical Director.....P. Hans Flath
Chief Engineer.....A. R. Moler
Studi Director.....Kenneth Krahl
Artists Bureau.....James W. McConnell

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(*See Page* 472)

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....The Kansas City Star Company
Address.....1729 Grand Ave
Phone Number.....Harrison 1200
Transmitter Location.....82nd and Mission Road, Johnson County, Kans.
Time on the Air.....Unlimited
Newspaper Affiliation...The Kansas City Star
News Service.....AP
Transcription Service.....Standard
Representative...Edward Petry and Company

Personnel

President.....Earl McCollum
Station Manager.....Dean Fitzer
Program Director.....Harry J. Kaufmann
Publicity Director.....Joe Stewart
Chief Engineer.....Joseph Flaherty

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K S D

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc....Power: 5000 d., 1000 n.
Owned-Operated By...The Pulitzer Publishing Company
Address.....12th & Olive Sts.
Phone Number.....Main 1111
Transmitter Location.....12th and Olive Sts.
Time on the Air.....5:30 a.m. to 1 a.m.; Sundays: 7 a.m. to 1 a.m.
Newspaper Affiliation.....St. Louis Post-Dispatch
News Service .....AP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....Joseph Pulitzer
General Manager.....George M. Burbach
Commercial Manager.....Edward W. Hamlin

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(*See Page* 264)

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 5000 d., 1000 n. (CP 5000)
Owned-Operated By.....Thomas Patrick, Inc.
Address..Hotel Chase, Lindell & Kingshighway
Phone Number.....Rosedale 3210
Transmitter Location.....B'way & Logan St.
Time on the Air.....6 a.m. to midnight; Sunday, 7 a.m. to 12:15 a.m.
News Service.....AP & UP
Transcription Service.....World Broadcasting System
Representative.....Paul H. Raymer Company
Membership.....NAB, BMB

Personnel

President-Owner.....Robert T. Convey
General Manager.....Robert T. Convey
Station Director & Vice-President.....Ray E. Dady
Commercial Manager & Vice-President.....V. E. Carmichael
Sales Promotion.....T. E. Richter
Program Director.....Russell C. Kaiser
Production Manager.....John Traxler
Publicity Director.....T. E. Richter
Chief Engineer.....N. J. Zehr
Record MC's.....Gil Newsome, Ed Wilson

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K X O K

ST. LOUIS—EST. 1938

ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Star-Times Pub. Co.

Address.....12th and Delmar Blvds.
Phone Number.....CHestnut 3700
Transmitter Location.....Eagle Park, Ill.; P.O. Box, Madison, Ill.
Time on the Air.....5:30 a.m. to 1 a.m. daily; Sunday: 6 a.m. to 1 a.m.
Newspaper Affiliation.....St. Louis Star-Times
News Service.....AP, INS, UP, Reuters
Transcription Service.....Associated Music Publishers; Standard Radio
Representative.....John Blair & Company
Membership.....NAB, BMB

Personnel

President-Owner.....Elzey Roberts
General Mgr.-Station Mgr.....C. L. Thomas
Commercial Manager.....V. N. Springgate
Sales Promotion Mgr.....Foster H. Brown
Program Director.....Elmer Muschany
Production Manager.....Robert Holt
Publicity Director.....Ralph J. Gentles
Musical Director.....Emmett Schuster
Chief Engineer.....Arthur Rekart
Record MC.....Rush Hughes

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WEW

ST. LOUIS—EST. 1921

Frequency: 770 Kc.....Power: 1000 w. d. only
Owned-Operated By...The St. Louis University
Address.....3642 Lindell Blvd.
Phone Numbers.....FRanklin 5665-6-7
Transmitter Location.....3642 Lindell Blvd.
Time on the Air.....6 a.m. to local sunset
News Service.....INS
Transcription Service.....Standard Radio, Lang-Worth; World
Representative.....John E. Pearson

Personnel

President .....Rev. Patrick J. Holloran, S. J.
General Manager.....Nicholas Pagliara
Sales Manager.....Leonard Frankel
Program Director.....Don Lochner
Production Manager.....Syl Binkin
Publicity Director.....Clifford Lanctot
Chief Announcer.....O. J. McQuigg
Musical Director.....Ralph Stein
Chief Engineer....Brother George Rueppel, S.J.

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WIL

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Missouri Broadcasting Corp.
Address...Melbourne Hotel, 3601 Lindell Blvd.
Phone Number.....Jefferson 8403
Transmitter Location.....Melbourne Hotel, 3601 Lindell Blvd.
Time on the Air.....7 a.m. to 11 p.m.; Saturdays: 7 a.m. to 2:30 a.m.; Sundays: 8 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard Radio, Lang-Worth, MacGregor
Representative.....William G. Rambeau Co.
Membership .....NAB

Personnel

President.....L. A. Benson
Vice-Pres.-Gen. Mgr.....C. W. Benson
Commercial Manager.....Kenneth M. Parke
Sales Promotion Manager..Robert L. Brockman
Chief Engineer.....Edward Goodberlet
Membership.....NAB, BMB

Personnel

President.....Earl McCollum
Station Manager .....Dean Fitzer
Chief Engineer.....Joseph A. Flaherty

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WHB

KANSAS CITY—EST. 1922

MUTUAL
KANSAS STATE NETWORK

Frequency: 880 Kc.....Power: 1000 Watts
Owned-Operated By..WHB Broadcasting Co.
Address.....Scarrit Building
Phone Number.....Harrison 1161
Transmitter Location.....North Kansas City
Time on the Air.....Daytime license
News Service .....AP
Transcription Service.....Associated
Representative.....Adam J. Young, Jr., Inc.

Personnel

President and Commercial Manager .....Donald Dwight Davis
General Manager .....John T. Schilling

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KWOC

POPLAR BLUFF—EST. 1938

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..... McCarthy-Tedrick-Wolpers
Address.....1801 North Main St.
Phone Number.....1310
Transmitter Location.....1801 North Main St.
Time on the Air.....7 a.m. to 10 p.m.; Sundays: 8 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....World
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

Chief Executive.....O. A. Tedrick
General Manager.....Wm. R. Tedrick
Sales-Production Mgr.....Byron Kearbey, Jr.
Merchandising Manager..Thomas E. Hunnicutt
Program Director.....James L. Haworth, Jr.
Publicity Director.....Thomas E. Hunnicutt
Chief Announcer.....Lionel D. Speidel
Musical Director.....James L. Haworth, Jr.
Chief Engineer.....Don M. Lidenton
Record MC.....Thomas E. Hunnicutt

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KFEQ

ST. JOSEPH—EST. 1924

ABC—MUTUAL

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Address.....KFEQ Building 8th & Frederick Ave.
Phone Number.....4-0813
Transmitter Location.....Highway 71
Time on the Air..5:45 a.m. to midnight daily; 7 a.m. to midnight, Sunday
Newspaper Affiliation.....The News Corp.
News Service.....UP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Headley-Reed Company
Membership.....BMB

Personnel

President.....Barton Pitts
General Manager.....Barton Pitts
Station Manager.....Barton Pitts
Sales-Commercial Manager..Glen G. Griswold
Sales Promotion Manager.....J. Ted Bramson
Program Director.....H. H. Packard
Production Manager.....Rollin Mabie
Publicity Director.....J. Ted Bramson
Chief Announcer.....Dee D. Denver, Jr.
Musical Director.....Constance Savage
Record MC.....E. Carlton Schirmer
Chief Egineer.....J. Wesley Kock

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KRES

ST. JOSEPH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Missouri Valley Broadcasting, Inc.
Address.....113 So. 7th St., Commerce Loan Co. Bldg.
Phone Number.....46346
Transmitter Location.....Highway 59
Time on the Air.....6 a.m. to 12 mid.
News Service.....AP
Representative.....Sears & Ayer, Inc.

Personnel

President-General Mgr.....Paul E. Roscoe
Traffic Manager.....Dortha Killgore
Commercial Manager.....J. J. Fitzgerald
Sales Promotion Manager.....Paul E. Roscoe
Program Director.....Edward A. Moore
Production Manager.....Hank Henry
Chief Announcer.....Joe Killgore
Musical Director.....Minor Clites
Chief Engineer.....Charles Wiesemann
Record MC.....Hank Henry

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KMOX

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts
Owned-Operated By...Columbia Broadcasting System, Inc.
Address.....401 South Twelfth Blvd.
Phone Number.....Central 8240
Transmitter Location.....12 miles northeast of St. Louis
Time on the Air.....5 a.m. to 1:30 a.m.; Sundays: 6 a.m. to 1:05 a.m.
News Service.....AP, UP
Transcription Service.....Associated Music Publishers; Lang-Worth
Representative.....Radio Sales
Membership.....NAB, BMB

Personnel

Owner.....Columbia Broad. System, Inc.
General Manager.....Wendell B. Campbell
Sales Manager.....Carter Ringlep
Sales Promotion Mgr.....C. W. Doebler
Program Director.....Jack Sexton
Production Manager.....Blaine Cornwell
Publicity Director.....Robert Hennessy
Musical Director.....Seth Greiner
Chief Engineer.....Louis Mc C. Young

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KDRO

SEDALIA—EST. 1938

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....Milton J. Hinlein
Address.....Broadway at State Fair Blvd.
Phone Numbers.....4004, 4005
Transmitter Location.....Broadway at State Fair Blvd.
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Forjoe & Co.
Membership.....NAB, BMB

Personnel

President.....Milton J. Hinlein
General Mgr.-Station Mgr.....Herbert Brandes
Commercial Manager.....William W. Davis
Sales Promotion Mgr.....Milton Hinlein
Program Director.....Maxine Fisher
Chief Engineers..Wayne Pash, Herbert Young

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K G B X

SPRINGFIELD—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By..Springfield Broadcasting Co.
Address.....508 St. Louis St.
Phone Number.....1360-1-2-3
Transmitter Location.....Bolivar Road
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Springfield Newspapers, Inc.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....George P. Hollingberry Co.
Membership.....NAB

Personnel

President.....Tams Bixby, Jr.
General Manager.....J. Gordon Wardell
Commercial Manager.....J. Gordon Wardell
Sales Promotion Manager.....Vern Williams
Program Director.....Carl Fox
Production Manager.....Wilma McCollum
Publicity Director.....Dudley Morris
Chief Announcer.....Dudley Morris
Chief Engineer.....E. Dennis White
Record MC.....Ralph Reynolds

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K T T S

SPRINGFIELD—EST. 1941

COLUMBIA
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Independent Broadcasting Co.
Address.....Chamber of Commerce Bldg.
Phone Number.....4303
Transmitter Location...Chamber of Commerce Bldg.
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....World Broadcasting System, MacGregor. BMI
Representative.....Sears & Ayer, Inc.
Membership.....BMB

Personnel

President.....J. H. G. Cooper
General Manager.....G. Pearson Ward
Commercial Manager.....Bob Burke
Sales Promotion Manager..G. Pearson Ward
Program Director.....A. W. Smith
Musical Director.....Frank Shipe
Chief Engineer.....William F. Curry

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K W T O

SPRINGFIELD—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 560 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By....Ozarks Broad. Co., Inc.
Address.....508 St. Louis St.
Phone Number.....1360
Transmitter Location.....South Fremont Rd.
Time on the Air.....5 a.m. to midnight; Sunday: 6:30 a.m. to midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President-General Mgr.....R. D. Foster
Asst. Manager-Station Mgr....Leslie L. Kennon
Program Director.....William J. McCord
Production Manager.....William L. Ring
Chief Announcer.....Charles Seiferd
Musical Director.....Virgil Phillips
Chief Engineer.....Fritz Bauer

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K W P M *

WEST PLAINS—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Licensee.....Robert Neathery

*Construction Permit.

MONTANA

Estimated Population 509,648—Radio Homes 131,509
Stations in State 15

KANA

ANACONDA—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mosby's, Inc.
Address.....P.O. Box 727
Phone Number.....136
Transmitter Location..1½ miles E. of Anaconda
Time on the Air.....7 a.m. to 12 midnight; Sunday: 9 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.
Membership.....NAB

Personnel

President-Owner.....A. J. Mosby
General Manager.....Don Jones
Commercial Manager.....Robert Carroll
Program Director.....Marwood Patterson
Production Manager.....Barbara Nicholson
Chief Engineer.....Charles Currie

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KBMY

BILLINGS—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Broad. Co.
Address.....Box 1101
Phone Number.....3838
Transmitter Location.....1 mile W. of Billings
Time on the Air.....6 a.m. to 12 mid.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Homer Griffith Co., Inc.
Membership.....NAB

Personnel

President.....Robert E. Mulvaney
General Manager.....Franz J. Robischon
Commercial Traffic Mgr.....George C. Martin
Program Director.....Charles du Bois
Chief Announcer.....Charles du Bois
Chief Engineer.....Richard E. Kaiser

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KGHL

BILLINGS—EST. 1928

NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Northwestern Auto Supply Co., Inc.
Address.....Fifth and North Broadway
Phone Number.....2222
Transmitter Location...6 miles west of Billings
Time on the Air.....6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service.....UP
Transcription Service.....Standard, NBC Thesaurus, World
Representative.....The Katz Agency
Membership.....NAB, BMB

Personnel

President.....C. O. Campbell
General Manager.....Ed Yocum
Station Manager.....M. V. Braunberger
Commercial Manager.....Ed Yocum
Sales Promotion.....June Leff
Program Director.....M. V. Braunberger
Production Manager.....E. E. Cooney
Publicity Director.....Marijean Isaac
Chief Announcer.....Harry Turner
Musical Director.....Harry Turner
Chief Engineer.....Jeff Kiichli

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KRBM

BOZEMAN—EST. 1939

NBC—Z NET—PACIFIC NORTHWEST BROADCASTERS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..KRBM Broadcasters, Inc.
Address.....103 W. Main St.
Phone Number.....1420
Transmitter Location.....East of Bozeman
Time on the Air.....7:30 a.m. to 10:45 p.m.
News Service.....UP
Transcription Service...Lang-Worth, Keystone
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President-Owner.....E. B. Craney
General Mgr.-Station Mgr.....Ernest A. Neath
Commercial Manager.....J. Ray Bridges
Sales Promotion Mgr.....Betty Haskell
Program Director.....Norman Penwell
Production Manager.....Gordon Linscott
Publicity Director.....J. Ray Bridges
Chief Announcer-Musical Dir...Ernest A. Neath
Chief Engineer.....Jack Provis
Record MC.....Norman Penwell

KGIR

BUTTE—EST. 1929

NATIONAL BROADCASTING CO.
Z NET—PACIFIC NORTHWEST BROADCASTERS

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Address.....Box 1956
Phone Number.....2-2344
Transmitter Location.....Nissler, Mont.
Time on the Air.....7 a.m. to midnight; Sundays: 9 a.m. to 11:15 p.m.
C. P. McGregor, KBS, SESAC
News Service.....UP
Transcription Service.....Lang-Worth; C. P. McGregor
Representatives.....East: Wythe Walker; West: Tracy Moore
Membership.....NAB, BMB

Personnel

President.....E. B. Craney
General Manager.....E. B. Craney
Station Manager.....Arne E. Anzjon
Commercial Manager.....S. J. Schile
Sales Promotion Manager.....Jack Kennedy
Program Director.....Mel Jass
Publicity Director.....Jack Kennedy
Chief Engineer.....W. J. Provis
Record MC.....George Oechsli

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KBOW*

BUTTE—EST. 1946

Frequency: 1480 Kc.....Power: 250 Watts
Owned-Operated By....Copper City Radio Co.
Address.....Box 1932
Time on the Air.....Unlimited

Personnel

President.....Frank Reardon

**Construction Permit*

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KFBB

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By...Buttrey Broadcast, Inc.
Address.....605 First National Bank Building
Phone Number.....4377, 4378
Transmitter Location..4½ miles west of Great Falls
Time on the Air....6 a.m. to 11:30 p.m. daily; 8 a.m. to 11:30 p.m. Sunday
News Service.....UP
Transcription Service.....NBC Thesaurus, M. M. Cole
Representative.....Weed & Company.
Membership.....NAB, BMB

Personnel

Owner.....Fred Birch
General Manager.....J. P. Wilkins
Station Manager.....J. P. Wilkins
Sales Promotion Mgr.....Helen Kickbusch
Program Director.....LeRoy Stahl
Chief Engineer.....Wilbur L. Myhre

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(CALL LETTERS TO BE ASSIGNED) GREAT FALLS*

Frequency: 1400 Kc.....Power: 250 Watts
Permittee.....Great Falls Broadcasting Co.

**C.P. (Pending at time of going to press.)*

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KPFA

HELENA—EST. 1937

ABC—NBC—Z BAR NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Peoples Forum of the Air
Address.....1306 Eleventh Ave.
Phone Number.....1240
Transmitter Location.....Helena
Time on the Air.....8 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....The Walker Co., Pacific Northwest Broadcasters

Personnel

Eastern Sales Mgr.....Wythe Walker
Western Sales Mgr.....Tracy Moore

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KGEZ

KALISPELL—EST. 1927

Frequency: 1340 Kc.....100 Watts
Owned-Operated By.....Donald C. Treloar
Address.....203 - 1st Ave. E.
Phone Number.....332 (Office), Rural 3220 (Transmitter)
Transmitter Location.....2½ miles south of Kalispell, on Highway No. 93
Time on the Air.....7 a.m. to 10 p.m.; Sunday: 9 a.m. to 7 p.m.
News Service.....UP
Transcription Service.....World
Membership.....NAB, BMB

Personnel

President.....Donald C. Treloar
General Manager.....Donald C. Treloar
Station Manager.....Donald C. Treloar
Commercial Manager.....Glenn Millhouse
Sales Promotion Mgr.....Glenn Millhouse
Program Director.....Maurice Driscoll
Production Manager.....Paul Johnston

Publicity Director.....Maurice Driscoll
Chief Engineer.....William Patterson
Record MC.....James Robischon

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KXLO

LEWISTON—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Broad. Co.
Address.....513 Main St.
Phone Number.....1210
Transmitter Location....East end of Main St. at City limit
Time on the Air.....7 a.m. to 10:30 p.m.
Newspaper Affiliation.....Lewiston-Democrat-News
News Service.....AP
Transcription Service.....RCA Thesaurus

Personnel

President and Gen. Manager...George Bennitt
Station Manager.....Jack Plummer
Chief Engineer.....G. W. Dotson

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KPRK

LIVINGSTON—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Yellowstone Amuse. Co.
Address.....Box 952
Phone Number.....1000
Studio Address.....E. Park St. (U.S. Highway No. 10)
Transmitter Location....E. Park St. (U.S. Highway No. 10)
Time on the Air.....6:30 a.m. to 10:15 p.m.
News Service.....AP, Transradio (pending)
Transcription Service.....Lang-Worth, SESAC, W. E. Long
Membership.....NAB

Personnel

President.....Paul B. McAdam
General Manager.....Walter R. Carle
Commercial Manager.....Jack M. Swenson
Program Director.....Bob Greer
Chief Engineer.....John Boor

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KRJF

MILES CITY—EST. 1941

MUTUAL—INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Star Printing Co.
Operated By.....W. F. Flinn
Business Address.....13 N. Sixth St.
Phone Number.....60, 61
Transmitter Location.....Haynes Avenue
Time on the Air.....Unlimited
Newspaper Affiliation...Miles City Daily Star
News Service.....UP
Transcription Service.....World Broadcasting
Membership.....NAB, BMB

Personnel

President.....W. F. Flinn
General Manager.....Don Tannehill
Sales Promotion Manager.....Norm Carson
Program Director.....Bob Wilson
Publicity Director.....Bob Wilson
Chief Engineer.....I. A. Elliot
Record MC.....Charles Scofield

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KGVO

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Mosby's Inc.
Address.....127 E. Main St.
Phone Number.....2155-7668
Transmitter Location.....4 miles N.W. of Missoula on Highway No. 10
Time on the Air.....6:30 a.m. to midnight; Sunday: 8 a.m. to midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.
Membership.....NAB

Personnel

President.....A. J. Mosby
Sales Manager.....Marion E. Dixon
Program Director.....W. C. Blanchette
Production Manager.....Bill Strothman
Chief Engineer.....Lawrence B. Smith
Record MC.....Don Hopkins

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KGCX

SIDNEY—EST. 1926

MUTUAL

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....E. E. Krebsbach
Business Address.....109 So. Central Ave.
Phone Number.....408
Studio Address.....109 So. Central Ave., Sidney, Mont.; Masonic Bldg., Williston, N.D.
Transmitter Location...4½ miles No. of Sidney
Time on the Air.....6 a.m. to 10 p.m.
Transcription Service.....NBC Thesaurus
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President.....E. E. Krebsbach
General Manager.....E. E. Krebsbach
Station Manager.....E. Clair Krebsbach
Program Director.....G. M. King
Chief Announcer.....G. M. King
Chief Engineer.....Oscar H. Halvorson

NEBRASKA

Estimated Population 1,262,295—Radio Homes 318,759
Stations in State 20

KORN

FREMONT—EST. 1939

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Nebraska Broadcasting Corporation
Address.....118 E. 5th
Phone Number.....1060-1
Transmitter Location.....16th St., East
Time on the Air.....6:30 a.m. to midnight
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears and Ayer, Inc.
Membership.....NAB

Personnel

President.....Arthur Baldwin
Station Manager.....William H. Baldwin
Commercial Manager.....G. E. Bentz
Sales Promotion Manager.Marjorie Christensen
Chief Announcer.....Bill Wood
Chief Engineer.....Ken L. Dumas
Record M.C.....Dan Wozniak

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KMMJ

GRAND ISLAND—EST. 1925

ABC

Frequency 750 Kc.....Power: 1000 Watts
Owned-Operated By.....KMMJ, Inc.
Address.....Cedar & Division
Phone Number.....703
Transmitter Location.....Phillips, Nebr.
Time on the Air...Local sunrise to local sunset
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....Don Searle
General Mgr.-Station Mgr.....Wick Heath
Commercial Manager.....Bill Martin
Promotion Manager.....Ray Kozak
Program Director.....Orie Kerwood
Publicity Director.....Ray Kozak
Musical Director.....Dick Stahl
Chief Engineer.....Norval Larsen

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KHAS

HASTINGS—EST. 1939

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Nebraska Broadcasting Co.
Address.....906½ W. 2nd St.
Phone Number.....1745-6
Transmitter Location.....906½ W. 2nd St.
Time on the Air.....Weekdays, 7 a.m. to midnight
Newspaper Affiliation..Hastings Daily Tribune
News Service.....INS
Transcription Service .....World Broadcasting System
Membership .....NAB, BMB

Personnel

Owner.....Fred A. Seaton
General Mgr.-Station Mgr.....Duane L. Watts
Commercial Manager-
Sales Promotion Manager.....Ken James
Program Director.....Herb Clark
Publicity Director.....Duane L. Watts
Chief Engineer.....Duane B. Allison
Record M.C.'s.....Jerry Granger, Eddie Meyer

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KGFW

KEARNEY—EST. 1930

MUTUAL—KEYSTONE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Nebraska Broadcasting Corporation
Address.....206 Federal Annex Bldg.
Phone Number.....Executive office, 23541, Program Dept., 31551
Transmitter Location .....Lakeside
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....UP
Membership .....NAB, BMB

Personnel

Pres.-Gen. Mgr.....Lloyd C. Thomas
Station Mgr.-Commercial Manager.....E. Anson Thomas
Program Director.....Peg Biber
Production Manager.....Bob Parkins
Musical Director.....Wayne Beavers
Chief Engineer.....Jack Lewis

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KFAB

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....KFAB Broadcasting Company
Address.....Sharp Bldg., Lincoln, 620 Farnam Bldg., Omaha
Phone Number..Lincoln 2-3214, Omaha-Ja 3420

Transmitter Location....10 miles N. of Omaha
Time on the Air.....5 a.m. to 12:05 a.m.
Newspaper Affiliation.....Nebraska State Journal, Lincoln Star
News Service.....AP & UP
Transcription Service.....Standard Radio SESAC
Representative.....Free & Peters, Inc.
Membership .....NAB, BMB

Personnel

Chairman of the Board.....Joe Seacrest
General Manager.....Harry Burke
Lincoln Manager.....Earl Williams
Commercial Manager.....Harry Burke
Sales Promotion Mgr.-Publicity Director.....Harold E. Roll
Musical Director.....Alene McKinney
Chief Engineer.....Mark Bullock

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K F O R

LINCOLN—EST. 1933

AMERICAN BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Cornbelt Broadcasting Corporation
Address.....Stuart Bldg.
Phone Number 2-6955
Transmitter Location.....48th & Vine Sts.
Time on the Air.....6 a.m. to 12 midnight
News Service.....INS; AP
Transcription Service .....Standard Radio, Associated,
Representative.....Edward Petry & Co., Inc.
National Sales Office.....Forrest Blair, KOIL
Membership .....NAB, BMB

Personnel

President.....Charles T. Stuart
Station Mgr.-Commercial Mgr....Harry D. Peck
Sales Promotion Manager.....Vic Williams
Program Director.....Jack Huston
Production Manager.....Lee Berg
Publicity Director.....Harold Anderson
Chief Announcer.....Jack Huston
Musical Director.....Fleda Ziegenbein
Music Librarian.....Lois Judds
Chief Engineer.....Charles W. Winkler
Record M.C.....Bob Johnson

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W J A G

NORFOLK—EST. 1922

NEBRASKA WIRELESS

Frequency: 780 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Norfolk Daily News
Business Address.....Norfolk Ave. & 6th St.
Phone Number.....432
Transmitter Location...West Koenigstein Ave.
Time on the Air.....Daytime
Newspaper Affiliation.....Norfolk Daily News
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....The Walker Co.
Membership .....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....Art Thomas
Commercial Mgr.-Sales Promotion Manager .....Bob Thomas
Program Director.....Hollis Francis
Publicity Director.....Bob Thomas
Chief Announcer-Musical Dir...Wayne Larson
Chief Engineer.....Frank Weidenbach
Record M.C.....Wayne Larson

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K O D Y

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WOW, Inc., Omaha
Address.....1521 West 12th St.
Phone Number 382
Transmitter Location.....1521 W. 12th St.
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP and AP
Transcription Service....Standard, Lang-Worth
Representative.....John Blair & Co.
Membership .....NAB

Personnel

President.....John J. Gillin, Jr.
General Manager.....John Alexander
Commercial Manager.....Joe DiNatale
Sales Promotion Manager.....Jerry Wing
Program Director.....John Alexander
Chief Engineer.....Jay Blakesley

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K B O N

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Inland Broadcasting Company
Address .....2027 Dodge Street
Phone Number.....Jackson 8282
Transmitter Location.....2027 Dodge St.
Time on the Air.....6:30 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .....AP
Transcription Service .....World
Representative.....Weed & Co.
Membership .....NAB, BMB

Personnel

V-P-Gen. Mgr.....Paul R. Fry
Asst. Station Manager.....Richard Welna
Commercial Manager.....Ernest S. Priesman
Sales Promotion Manager.....M. K. Doyle
Program Director.....Richard Welna
Production Manager.....Hugh Bader
Musical Director.....Ernest S. Priesman
Chief Engineer.....Percy Zeigler
Record M.C.'s....Don Perazzo, Sandy Jackson

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KOIL

OMAHA—EST. 1925

ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Central States Broadcasting Co.
Address.....Omaha National Bank Bldg.
Phone Number.....Jackson 7626
Transmitter Location.....South Omaha Rd.,
Time on the Air.....6 a.m. to midnight; Council Bluffs, Iowa
News Service.....INS; AP
Transcription Service.....Standard Radio, Associated
Representative.....Edward Petry & Co.
Membership .....NAB, BMB

Personnel

President.....Charles T. Stuart
Assistant Manager.....Virgil Sharpe
General Sales Manager.....W. O. Edholm
National Sales Manager.....Forrest Blair
Sales Promotion Manager.....Victor Williams
Program Director.....Virgil Sharpe
Production Manager.....Larry Forsythe
Publicity Director.....Victor Williams
Chief Engineer.....Charles W. Winkler
Record M.C.....Lee Barron

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KOWH

OMAHA—EST. 1922

NEBRASKA NETWORK
ASSOCIATED BROADCASTING SYSTEM

Frequency: 660 Kc....Power: 500 w., d. only
Owned By.....World Publishing Co.
Operated By.....Omaha World-Herald
Business Address.....15th and Farnam Sts.
Phone Number.....Atlantic 2228
Transmitter Location.....60th & Girard
Time on the Air.....6 a.m. to local sunset
Newspaper Affiliation...Omaha World-Herald
News Service .....UP
Transcription Service.....World, Associated, Standard

Personnel

President.....Henry Doorly
Station-Commercial Mgr.....B. C. Corrigan
Musical Director.....Walter Scott
Chief Engineer.....Frank E. Shopen

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WOW

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.Radio Station WOW, Inc.
Address.....280 Insurance Building
Phone .....Webster 3400
Transmitter Location.....56th & Kansas Sts.
Time on the Air.....5:30 a.m. to 1 a.m.; Sunday: 6:30 a.m. to 1 a.m.
News Service.....UP, AP
Transcription Service.....NBC Thesaurus; Standard, SESAC
Representative.....John Blair & Company
Membership .....NAB, BMB

Personnel

Pres.-Gen. Mgr.-Station Mgr.-Commercial Manager.....John J. Gillin, Jr.
Sales Promotion Manager.....Bill Wiseman
Program Director.....Lyle DeMoss
Production Manager.....Ray Alson
Publicity Director.....Harold Storm
Chief Announcer.....John Leslie
Musical Director.....Morton Wells
Chief Engineer.....Bill Kotera

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KGKY

(CP-KOLT)

SCOTTSBLUFF—EST. 1930

COLUMBIA BROADCASTING SYSTEM
NEBRASKA NETWORK—KBS

Frequency.....1490 Kc. (CP-1320)
Power.....250 Watts (CP-1000)
Owned-Operated By.....The Hilliard Co.
Phone Number.....856 & 862
Transmitter Location.....West 20th St.
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Standard Radio, Keystone
Membership .....NAB, BMB

Personnel

Pres.-Gen. Mgr.-Station Mgr.....L. L. Hilliard
Commercial Mgr.....Russell Maurice Stewart
Sales Promotion Manager.....W. G. Walter
Program Director.....Bill Walter
Production Manager.....Helen Boyd
Publicity Director.....Bill Walter
Chief Engineer.....Harlan Morrison

NEVADA

Estimated Population 148,626—Radio Homes 43,766
Stations in State 7

KBNE

BOULDER CITY—EST. 1946

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By...Boulder City Broad. Co.
Address.....P. O. Box H
Phone Number.....247
Transmitter Location.....701 Ave. "R"
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Porter & White

Personnel

President.....J. C. Manix
General Mgr.-Station Mgr.....C. C. Applegate
Chief Engineer.....Stanley Kotovsky

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(CALL LETTERS TO BE ASSIGNED)

ELKO*

Frequency: 1340 Kc.....Power: 250 Watts
Licensee.....Elko Service Co.
Address.....Elko, Nev.

Construction Permit

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KELN*

ELY*

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By
Boulder City Broadcasting Co.
Address.....Ely, Nevada
*Construction Permit

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KENO

LAS VEGAS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nevada Broadcasting Company
Business Address.....P. O. Box 1310
Phone Number.....1-400
Transmitter Location....Hotel El Rancho Vegas
Time on the Air.....6 a.m. to 11:30
Transcription Service.....NBC Thesaurus
Representative.....Homer Griffith Co.

Personnel

President.....Maxwell Kelch
General Manager.....Maxwell Kelch
Commercial Manager.....Paul R. Gang
Chief Engineer.....H. H. Haas

KATO

RENO—EST. 1946

MUTUAL—DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Sierra Broadcasting Co.
Address.....Box 2231
Phone Number.....2-4501
Studio Address.....Saviers Bldg.
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant Co.

Personnel

President.....Ralph K. Wittenberg
General Manager.....Robert L. Stoddard

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KOLO

RENO—EST. 1946

CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By...Reno Broadcasting Co.
Address.....33 Sierra St., P.O. Box 2186
Phone Number.....2-4516
Transmitter Location....Pyramid Way, 2 miles N.E. of Reno
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
Representative.....Adam J. Young, Jr., Inc.

Personnel

Pres. and Gen. Manager.....David McKay
Chief Engineer.....Kenneth Owen

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KOH

RENO—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting Co. of Nevada
Address.....143 Stevenson Street
Phone Number.....5106-7
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.McClatchy Newspapers
News Service.....UP, AP
Transcription Service...NBC Thesaurus, World
Representative.....Paul H. Raymer Co.

Personnel

Membership.....NAB, BMB
President.....Eleanor McClatchy
Chief Engineer.....Irvin Carlsen

NEW HAMPSHIRE

Estimated Population 492,181—Radio Homes 127,368
Stations in State 9

WMOU

BERLIN—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....White Mountains Broadcasting Co., Inc.
Address.....40 Main Street
Phone Number.....Berlin 1797
Transmitter Location.....Berlin, N. H.
Time on the Air.....6 a.m. to 12 midnight; Sunday: 7:45 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Associated, SESAC
Representative.....Broadcast Adv. Co., Inc., Kettell-Carter

Personnel

General Manager.....Warren M. Greenwood
Commercial Manager.....C. S. Holbrook
Program Director.....G. E. Stetson
Chief Engineer.....Richard Washington

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WCNH*

CONCORD

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By
Concord Broadcasting Corp.
Address.....Concord, N. H.
Transcription Service.....Standard

Personnel

Chief Executive.....William J. Barkley
Gen.-Com. Manager.....H. Scott Kilgore
Chief Engineer.....William F. Rust, Jr.
*Construction Permit

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WKXL

CONCORD—EST. 1946

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Charles M. Dale
Address.....110 N. Main St.
Transmitter Location.....Reddington Rd.
Time on the Air.....6 a.m. to 12:30 a.m.
News Service.....AP
Transcription Service.....Capital, Lang-Worth
Representatives.....The Walker Company; Bertha Bannan
Membership.....NAB, BMB

Personnel

Owner.....Charles M. Dale
General Manager.....Bert Georges
Station Manager.....Robert A. Kelley
Commercial Manager.....Richard Shepard
Merchandising Manager.....Joseph Badjer
Program Director.....Norman E. Bailey
Publicity Director.....Sumner Fellman
Musical Director.....Blanche Crippen
Chief Engineer.....George Jowdy
Director of Youth Activities...Blanche Crippen
Record MC.....Warren Saunders

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WKNE

KEENE—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....WKNE Corporation
Address.....17 Dunbar St.
Phone Number.....Keene 2080
Transmitter Location.....Stanhope Ave.
Time on the Air.....6 a.m. to midnight; Sundays: 8:00 a.m. to midnight
News Service.....UP
Transcription Service.....NBC, Thesaurus
Representative.....Adam J. Young, Jr., Inc., Kattell-Carter
Membership.....NAB, BMB

Personnel

President.....Joseph K. Close
General Manager.....Richard G. Bath
Vice-President.....Richard G. Bath
Commercial Manager.....Richard G. Bath
Program Director.....Robert M. Peebles
Publicity Director.....Barbara Williams
Chief Announcer.....Osborne C. Wade
Chief Engineer.....Ernest F. Batchelder
Record MC.....Arthur Tacker

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WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broad. Co.
Address.....653 Main Street
Phone Number.....Laconia 501
Transmitter Location....Sanbornton Bay Road
Time on the Air.....7 a.m. to 11:15 p.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Bertha Bannan

Personnel

Station Manager.....Martin B. Avery
Sales-Commercial Mgr.....Martin B. Avery
Sales Promotion.....Martin B. Avery
Program Director.....Sherwin Greenlaw
Production Manager.....Sherwin Greenlaw
Publicity Director.....Martin B. Avery
Chief Announcer.....Sherwin Greenlaw
Musical Director.....Sherwin Greenlaw
Chief Engineer.....Wilfred Ledoux

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WFEA

MANCHESTER—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 5000 Watts
Owned By.....WFEA, Inc.
Operated By.....Melvin C. Green
Address.....288 Franklin St.
Phone Number.....4656-7
Transmitter Location.....Merrimac, N. H.
Time on the Air.....6 a.m. to 12:05 midnight; Sunday: 7 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative....Katz Agency, Kettell-Carter
Membership.....NAB, BMB

Personnel

President.....H. M. Bitner
General Manager.....Melvin C. Green
Station Manager.....Melvin C. Green
Commercial Manager.....William Engel
Sales Promotion Manager....Melvin C. Green
Program Director.....Warren Journay
Production Manager.....Frank Finning
Publicity Director.....Melvin C. Green
Chief Announcer.....Gerald Kearney
Musical Director.....Roger Barrette
Chief Engineer.....R. A. B. Schow
Record MC.....Al Maffie

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WKBR

MANCHESTER—EST. 1946

MUTUAL—YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Granite State Broad. Co.
Address.....155 Front Street
Phone Number.....Manchester 9456
Transmitter Location.....155 Front Street
Time on the Air.....8 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
Representative....Walker Co., Bertha Bannan
Membership.....NAB

Personnel

President.....William J. Barkley
General Manager.....William F. Rust, Jr.
Commercial Manager.....Robert Martineau
Musical Director.....Arthur I. Rothafel
Chief Engineer.....William F. Rust, Jr.
Record MC.....Scott Douglas

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WMUR

MANCHESTER—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By..The Radio Voice of New Hampshire, Inc.
Address.....1819 Elm Street
Phone Number.....2090-2091
Transmitter Location.....Front Street
Time on the Air.....6 a.m. to 11:45 p.m.
Newspaper Affiliation..Union-Leader Pub. Co.
News Service.....AP
Transcription Service.....World Broadcasting
Representative.....Weed & Co.
Membership.....NAB, BMB

Personnel

President.....Francis P. Murphy
General Manager.....Hervey Carter
Station Manager.....Hervey Carter
Commercial Manager.....Hervey Carter
Publicity Director.....Paul Sheldon
Chief Announcer.....Edward Fitzgerald
Musical Director.....Bertram Colter
Chief Engineer.....Vincent Chandler
Record MC.....Bernie Mack

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WHEB

PORTSMOUTH—EST. 1932

MUTUAL—YANKEE

Frequency: 750 Kc.....Power: 1000 w. d. only
Owned by.....WHEB, Inc.
Operated By.....Hon. Charles M. Dale
Address.....Lafayette Road, P.O. Box 120
Phone Numbers..Portsmouth 4080; Dover 1980
Transmitter Location.....Lafayette Road
Time on the Air.....6:30 a.m. to 1 hour after local sunset; Sunday: 8 a.m. to 1 hour after local sunset
News Service.....UP, AP
Transcription Service.....World, Capitol
Representative.....The Walker Co., Bertha Bannan
Membership.....NAB, BMB

Personnel

Vice-Pres. and Owner...Hon. Charles M. Dale
General Manager.....Bert Georges
Station Manager.....Bert Georges
Commercial Manager.....Robert A. Kelley
Sales Promotion Manager.....Dal Wyant
Program Director.....Winslow Bettinson
Production Manager.....William V. Bradley
Chief Engineer.....Paul G. Lindsay
Record MC.....William V. Bradley

NEW JERSEY

Estimated Population 4,528,417—Radio Homes 1,203,937
Stations in State 15

WCAP

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. .....Power: 500 Watts
Owned-Operated By .....Radio Industries Broadcast Company, Inc.
Business Address.....601 Bangs Ave.
Phone Number.....Asbury Park 1911
Studio Address...Boardwalk; Convention Hall
Transmitter Location.....West Bangs Ave., Neptune, N. J.
Time on the Air....Shares with WCAM, WTNJ
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB

Personnel

President.....Walter W. Reid, Jr.
General Manager.....Morris Scheck
Station Manager.....V. N. Scholes
Commercial Manager.....Walter L. Reid
Production Mgr.-Chief Announcer..Robert Scott
Musical Director.....Doris Johanson
Chief Engineer.....Matthew Porter

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WBAB

ATLANTIC CITY—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Press-Union Publishing Co.
Business Address.....1900 Atlantic Ave.
Phone Number 5-1111
Studio Address....Absecon Blvd. and Beach Thorofare; 1900 Atlantic Ave.
Transmitter Location: Absecon Blvd. & Beach Thorofare
Time on the Air...17 hours, 5 minutes daily
Newspaper Affiliation.....Press Union Newspapers
News Service .....AP
Transcription Service.....World Broadcasting System
Representative..... Headley-Reed Co.
Membership .....NAB, BMB

Personnel

President.....Albert J. Feyl
Gen. Mgr.-Station Mgr.- Commercial Mgr.-Sales Promotion Mgr..Monroe L. Mendelsohn
Program Director-Chief Announcer.....Ralph D. Shoemaker
Chief Engineer.....Earle Godfrey

WFPG

ATLANTIC CITY—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Operated By.....Neptune Broadcasting Corporation
Business Address..... Steel Pier
Phone Number 5-21-88-89
Transmitter Location.....Steel Pier
Time on the Air.....7 a.m. to 1 a.m.; Sunday: 8 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Joseph Hershey McGillvra, Inc.
Membership .....BMB

Personnel

President.....John J. Laux
General Manager.....E. E. Kohn
Asst. Mgr.-Sales Mgr.....Irving F. Teetsell
Sales Prom. Mgr.-Publicity Director-Chief Engineer.....Blair K. Thron
Program Director.....Edgar A. Sweet

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WSNJ

BRIDGETON—EST. 1937

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Eastern States Broadcasting Corp.
Address .....Carll's Corner
Phone Numbers.....Bridgeton 1600, 2353
Transmitter Location.....Carll's Corner
Time on the Air.....6 a.m. to midnight
News Service.....UP, AP
Transcription Service.....NBC Thesaurus, Keystone
Representative.....Thomas F. Clark Co., Inc.
Membership .....NAB, BMB

Personnel

President.....Elmer H. Wene
General Manager.....Paul Alger
Commercial Manager.....Jerry Alden
Chief Engineer.....Francis Fekel
Record M.C.....Johnnie Mack, Fred Wood

•

WCAM

CAMDEN—EST. 1926

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....City of Camden

Our story is simple and to the point. We are proud of our Station, the work we have accomplished here in the six years of our existence, the honors that have been bestowed upon us by radio editors and others for our programming and public service. Considering this record, our know-how, and the fact that our market is one of the largest in the country, we are certain we can serve you to your complete satisfaction.

WPAT

7 Church Street, Paterson 1, N. J.

ARMORY 4-3400 PENNSYLVANIA 6-2945

Address .....City Hall
Phone Number.....Camden 0907
Transmitter Location....Civic Center, Camden
Time on the Air.....Shares Time
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Mack Radio Sales Co.

Personnel

General Manager.....William Markwood
Sales Promotion Manager.....L. M. Maxwell
Chief Engineer.....Clarence E. Owens

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WHOM

JERSEY CITY—EST. 1930

Frequency: 1480 Kc. ..Power: 1000 d.; 500 n.
Owned-Operated By.....Atlantic Broadcasting Co., Inc.
Business Address..29 W. 57th St., New York, N. Y.
Phone Number.....Plaza 3-4204
Studio Addresses....30 Journal Square, Jersey City, N. J.; 29 W. 57th St., New York City
Transmitter Location.....Washington Street
Time on the Air.....6:30 a.m. to midnight; Sunday, 7:30 a.m. to midnight
Newspaper Affiliation.....Il Progresso Italo Americano Pub. Co., Inc.
News Service.....UP
Transcription Service.....Standard
Membership .....NAB

Personnel

President .....Generoso Pope
General Manager.....Fortune Pope
Commercial Manager.....Jack Compter
Program Director.....Chas. Baltin
Production Manager.....Maurice Barrett
Musical Director.....Giuseppe De Luca
Chief Engineer.....Theodore Gempp
Record M.C.....Steve Hollis

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WAAT

NEWARK—EST. 1920

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By .....Bremer Broadcasting Corporation
Address .....11 Hill St., Newark
Phone Number.....(Newark) Mitchell 2-6400; (New York) REctor 2-5878
Studio Address.....Hotel Sheraton, 15 Hill St., Newark
Transmitter Location.....Kearny
Time on the Air.....24 hours daily
News Service.....UP & AP
Transcription Service.....World-Associated
Membership .....NAB

Personnel

President-General Manager-
Station Manager...Irving Robert Rosenhaus
V-P in Chg. of Nat. Sales....Victor A. Bennett
V-P Chg. of Local Sales.....A. B. Schillin
Sales Prom. Mgr.....Jack Moore
Program Director.....Dale Kennedy
Dir. of Educa. Activities..Robert B. Macdougall
Production Manager.....George Green
Dir. of Pub. Relations.....Roland Trenchard
Publicity Director.....Ira Y. Hecht, Jr.
Chief Announcer.....Edward Laux
Musical Director.....Jay Stanley
Technical Director.....Frank V. Bremer

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WHBI

NEWARK—EST. 1922

Frequency: 1280 Kc...Power: 2500 d.; 1000 n.
Owned-Operated By .....May Radio Broadcast Corp.
Address .....100 Shipman Street
Phone Number .....Mitchel 2-7354
Transmitter Location..... Newark
Time on the Air.....Limited

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WCTC

NEW BRUNSWICK—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Chanticleer Broadcasting Co.
Address.....385 George St., Peoples National Bank Bldg.
Phone Number.....New Brunswick 2-9020
Transmitter Location.....Highland Park, N. J.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service .....World
Membership .....NAB

Personnel

President-Owner-
General Manager.....James L. Howe
Commercial Manager.....Edwin C. Derryberry
Sales Promotion Manager..Francis V. Weingart
Program Director.....Jerry Baker
Chief Engineer.....Robert L. Williams

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WPAT

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000w. d. only
Owned-Operated By....North Jersey Broadcasting Co., Inc.
Address.....7 Church St.
Phone Numbers.....Armory 3-3400 (Paterson), PEnn 6-2945 (New York)
Transmitter Location.....Clifton, N. J.
Time on the Air...Local sunrise to local sunset
News Service .....UP
Transcription Service..SESAC, BMI, Associated
Representative.....Joseph H. McGillvra, Inc.

Personnel

President.....James V. Cosman
Gen. Mgr.-Station Mgr.....Sidney J. Flamm
Commercial Manager.....Herman Fields
Program Director.....Ted Webbe
Publicity Director.....Dave Golden
Chief Engineer.....Earl Lucas
Record M.C.'s.....Bob Carter, Peter Arnell

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WBRB

RED BANK—EST. 1944

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By..Monmouth Broadcasting Co., Inc.
Address.....63-65 Broad St.
Transmitter Location.....63 Broad St.
Time on the Air.....Show Time
Representative.....Forjoe & Company

Personnel

Sales Manager.....John C. Bird

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WTNJ

TRENTON—EST. 1923

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....WOAX, Inc.
Address .....416 Bellevue Avenue
Phone Number 8149
Transmitter Location: Lincoln Point, Morrisville, Pa.
Time on the Air.....Shares Time
News Service..... UP

Personnel

Vice-President-General Manager..F. J. Wolff

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WTTM

TRENTON—EST. 1942

NATIONAL BROADCASTING COMPANY
Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Trent Broadcast Corp.
Address.....35 West State St.
Phone Number 2-7127
Transmitter Location.....Near Yardley, Pa.
Time on the Air.....6:30 a.m. to 12 midnight; Sunday: 7:30 a.m. to 12 midnight
News Service .....UP
Transcription Service .....Thesaurus
Representative.Joseph Hersey McGillovra, Inc.
Membership .....NAB

Personnel

President.....Elmer H. Wene
General Manager.....Paul Alger
Sales Counselor.....F. A. Wellman
Program Director.....Dean Andrews
Publicity Director.....Arthur Scholz
Chief Engineer.....Theodore Kilmer

WWBZ

VINELAND—EST. 1946

Frequency: 1360 Kc...Power: 1000 w. d. only
Owned-Operated By.....Community Broadcasting Service, Inc.
Address.....633 Wood St.
Phone Number 1332
Transmitter Location.....Brotmanville, N. J.
Time on the Air...Local sunrise to local sunset
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative.....A. Harry Zoog Associates

Personnel

President-Owner.....Joseph M. Bullock
General Manager.....John M. Whitman
Commercial Mgr.-Sales Mgr....A. Harry Zoog
Program Director.....Ken Davidson
Chief Engineer.....J. D. Hobart

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WAWZ*

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
Owned By .....Pillar of Fire
Address ..... Zarephath
Phone Number.....Bound Brook 9-0102
Transmitter Location.....Alma White College
Time on the Air.....Shares time
Membership .....NAB

Personnel

CoManager.....Bishop Arthur K. White
Co-Manager.....Rev. Ray B. White
Program Director.....Donald Wolfram
Chief Engineer.....Nathaniel Wilson

* *Non-Commercial Station.*

For the *best*

in Broadway and

Hollywood news . . .

AP

NEW MEXICO

Estimated Population 540,536—Radio Homes 101,365
Stations in State 18

KGGM

ALBUQUERQUE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....(CP-610)
Power: 1000 Watts.....(CP-5000)
Owned-Operated By.....New Mexico Broadcasting Co., Inc.
Address.....P.O. Box 1388
Phone Number.....4544
Studio Address.....Kimo Theater Bldg.
Transmitter Location.....On So. 2nd St., 4 miles So. from the center of town.
Time on the Air.....19½ hours daily
News Service.....UP, AP
Transcription Service....World Broadcasting System, SESAC, Cole, Standard
Representative.....Taylor-Howe-Snowden Radio Sales
Membership.....BMB

Personnel

President-Station Mgr.....A. R. Hebenstreit
Commercial Manager.....Jack Skillen
Sales Promotion Mgr.....Ted Schifani
Program Dir.-Publicity Dir.....Robert Van Driel
Chief Announcer.....Walter Peterson
Musical Director.....David Bosche
Chief Engineer.....Leonard F. Dodds

KOAT

ALBUQUERQUE—EST. 1946

ABC—ZIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Rio Grande Broadcasting Co., Inc.
Address.....P.O. Box 1419
Phone Number.....2-0657
Transmitter Location.....200 West Indian School Road
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Capitol, Associated
Representative.....Homer Griffith Co.
Membership.....NAB

Personnel

President.....A. E. Buck
Vice-Pres. & General Mgr.....Merle H. Tucker
Station Manager.....Merle H. Tucker
Commercial Manager.....Karl Lambertz
Program Director.....Karl Lambertz
Production Manager.....Walt Sheldon
Chief Announcer.....Walt Sheldon
Chief Engineer.....Larry Lyons

KOB

ALBUQUERQUE—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 770 Kc...Power: 50000 d.; 25000 n.
Owned-Operated By....Albuquerque Broadcasting Company
Address.....418 West Gold Avenue
Phone Number.....4411
Transmitter Location...Alameda, New Mexico
Time on the Air:.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President.....T. M. Pepperday
General Manager.....Frank Quinn
Production Manager.....Rolf Neilsen
Publicity Director.....Martha Summers
Musical Director.....Noel Martin
Chief Engineer.....George S. Johnson

KQEA *

ALBUQUERQUE

Frequency: 1450 Kc.....Power: 250 Watts
Licensee.....Rio Grande Broadcasting Co.

*C.P. (*Pending at time of going to press.*)

KSVP

ARTESIA—EST. 1946

NEW MEXICO AAAA—BAR NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Intermountain Broadcasting Co., Inc.
Address (Main Office).....P.O. Box 751, Albuquerque, N. M.; (Local Office) P.O. Box 445, Artesia, N. M.
Phone Number.....650
Studio Address.....511 W. Main St., Artesia, N. M.
Transmitter Location.....Artesia, N. M.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard, Capitol
Membership.....NAB, BMB

Personnel

President.....S. V. Patrick
General Mgr.-Station Mgr.....W. L. Delbridge
Sales Manager.....Wayne S. Griffin
Merchandising Manager.....Josephine Tandy

Program Director.....Lee Gordon
Publicity Director.....Wayne S. Griffin
Chief Engineer.....Burney B. Jones
Record MC.....Lee Gordon

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KAVE

CARLSBAD—EST. 1936

CBS—SOUTHWEST—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Carlsbad Broad. Corp.
Address .....800 South Canal Street
Phone Number.....(Office) 244
(Transmitter) 552-M
Transmitter Location.....La Huerta, N. M.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard, Keystone
Representative ..... Taylor-Howe-Snowden

Personnel

President .....Val Lawrence
General and Station Mgr....Norman R. Loose
Chief Engineer.....Harland Niifong

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KICA

CLOVIS—EST. 1933

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hugh DeWitt Landis
Address.....4th & Main
Phone Number 3
Transmitter Location .....Clovis
Time on the Air.....Full Time
News Service ..... UP
Transcription Service.....Associated, SESAC

Personnel

Chief Executive.....Hugh DeWitt Landis

•

KGAK

GALLUP—EST. 1946

RIO GRANDE BROADCASTING CO.

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By..Gallup Broadcasting Co.
Address.....Box 1150
Phone Number.....726
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Associated, World
National Sales Office..Homer Griffith Co., Inc.
Representative.....Stanley K. Brown
Membership ..... NAB

Personnel

Owners.....A. A. Buck, Merle H. Tucker
Station Manager.....Stanley K. Brown
Chief Engineer.....E. Clifford Baker

KWEW

HOBBS—EST. 1938

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By .....W. E. Whitmore
Address.....116 E. Dunnam
Phone Number.....495
Transmitter Location .....Hobbs
Time on the Air.....7 a.m. to 9 P.M.
News Service.....UP
Transcription Service.....C. P. MacGregor
National Sales Office..Keystone Broadcasting
Representative .....Harry McAdams
Membership ..... NAB

Personnel

President-Owner .....W. E. Whitmore
General Manager.....W. E. Whitmore
Station Manager.....Harry McAdams
Commercial Manager.....Harry McAdams
Chief Engineer.....Joe Marquez

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KCHS

HOT SPRINGS—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Sierra Broadcasting Service
Operated By.....Leonard R. Trainer and Reginald Shirk
Address.....301 Broadway
Phone Number.....161
Transmitter Location.....Yucca Heights
Time on the Air.....6:28 a.m. to 9:02 p.m.
News Service .....UP
Transcription Service.....Standard, Cole, Keystone
Representative.....H. H. Bode
Membership ..... NAB

Personnel

Owners.....Leonard R. Trainer, Reginald H. Shirk
General Manager.....Leonard R. Trainer
Commercial Mgr.-Sales Mgr.....H. H. Bode
Program Director.....Kemper S. Trainer
Chief Engineer.....Reginald H. Shirk

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KFUN

LAS VEGAS—EST. 1941

ABC—ZIA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasters, Inc.
Business Address.....P. O. Box 710
Phone Number 12
Time on the Air.....18 hours daily
News Service .....UP
Transcription Service..Standard Radio, World
Representative.....Homer Griffith Co.

Personnel

President.....E. N. Thwaites
Manager.....H. Lee Jones
Chief Engineer.....A. F. Schultz

KRTN*

RATON—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasters, Inc.
Address.....Box 710, Las Vegas, N. M.
Time on the Air.....Unlimited

Personnel

Chief Executive.....E. N. Thwaites

**Construction Permit*

KGFL

ROSWELL—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Address.....310 N. Richardson Street
Phone Number.....2000
Transmitter Location.....511 W. 16th Street
Time on the Air.....6:30 a.m. to 10 p.m.
Transcription Service.....C. P. MacGregor, Keystone
News Service.....UP
Membership.....NAB

Personnel

President-General Mgr.....W. E. Whitmore
Commercial Manager.....George F. Roberts
Chief Engineer.....Melvin Unger

KSNM*

SANTA FE

Frequency: 1400 Kc.....Power: 250 Watts
Licensee.....The N. M. Publishing Co.

**C.P.*

KTRC

SANTA FE—EST. 1946

ABC—ZIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....New Mexico Publishing Co.
Address.....208 E. Marcy St.
Phone Number.....286-7
Time on the Air.....6 a.m. to 12 midnight;
Newspaper Affiliation..Sante Fe New Mexican
News Service.....UP
Transcription Service.....Lang-Worth, Capitol
Representative.....Homer Griffith Co.

Personnel

President.....Frank C. Rand, Jr.
Exec. Vice-President.....C. Ben Floyd
Station Manager.....Ed Souder, Jr.
Chief Engineer.....Milton Woodward

KVSF

SANTA FE—EST. 1939

CBS

Frequency: 1340 Kc.....(CP-1260)
Power: 100 Watts.....(CP-1000)
Owned-Operated By.....New Mexico Broadcasting Co., Inc.
Address.....759 Cerillos Road
Phone Number.....2020
Time on the Air.....6 a.m. to 12 midnight
Transcription Service.....World, Associated
News Service.....AP, UP
Representative.....Taylor-Howe-Snowden
Membership.....BMB

Personnel

President.....A. R. Hebenstreit
General Manager.....Ivan R. Head
Sales Promotion Mgr.....Harry L. Becker
Chief Engineer.....Newman L. Keys

KSIL

SILVER CITY—EST. 1946

CBS—SOUTHWEST

Frequency: 1340 kc.....Power: 250 Watts
Owned-Operated By....Dorrance D. Roderick
Address.....17th & Cactus Sts.
Phone Number.....611-2
Time on the Air.....6a.m. to 11 p.m.
Newspaper Affiliation.....El Paso Times
News Service.....AP
Transcription Service.....Standard
National Sales Office.....KROD
Representative.....Taylor-Howe-Snowden

Personnel

Owner.....Dorrance D. Roderick
General Mgr.-Station Mgr.....Hillis F. Bell
Sales Promotion Manager.....Steve Alex
Chief Engineer.....G. W. Upchurch

KTNM

TUCUMCARI—EST. 1941

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Tucumcari Broadcasting Co.
Address.....Tucumcari
Phone Number.....100
Transmitter Location.....Highway 66
Time on the Air.....7 a.m. to 10:15 p.m.
Transcription Service....Standard Radio, Cole
News Service.....INS
Representative.....Thomas F. Clark

Personnel

President.....Hoyt Houck

we're sorry,*

But it's so . . .

For weeks our researchers—very diligent people—have been poking carefully into BMB's report on WOR. They find—

1. ***that in the 40 counties in 7 states with retail sales greater than 100 million dollars each***

WOR outranks any other N.Y. station

in total BMB Station Audience in the daytime and exceeds by more than 1% the next highest ranking station at night.

2. ***that in the 5 counties in 3 states with retail sales greater than one-half billion dollars each***

WOR outranks any other N.Y. station

in total BMB Station Audience in the daytime and exceeds by more than 1% the next highest ranking station at night.

It's advantages like these, plus a rate structure deliberately planned to meet the requirements of the small budget advertiser, that have made WOR one of the most economical and effective radio buys in the United States.

NOTE: If you would care to have any facts or figures to prove or amplify the statements made above, just call PE 6-8600; or write, WOR—that power-full station, at 1440 Broadway, in New York.

**we mean, as far as our competitors are concerned.*

Mutual

NEW YORK

Estimated Population 13,631,321—Radio Homes 3,676,856
Stations in State 67

WABY

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Adirondack Broadcasting Co., Inc.
Address..... Radio Centre
Phone Number 4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air.....7 a.m. to 2 a.m.
Newspaper Affiliation...Knickerbocker News
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith

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WOKO

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....WOKO, Inc.
Address ..... Radio Centre
Phone Number.....4-4194
Transmitter Location.....Central Avenue
Time on the Air.....6:45 a.m. to 1:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service.....UP
Transcription Service.....Standard
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith

•

WMBO

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Address.....Metcalf Building, 141 Genesee St.
Phone Number 433
Transmitter Location.....Corner York and Division Streets
Time on the Air.....8 a.m. to 11:15 p.m.
Newspaper Affiliation.....Auburn Citizen-Advertiser
News Service ..... AP
Transcription Service .....Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....William O. Dapping
General Manager .....Frederick L. Keesee
Chief Engineer.....Herbert House

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WBTA

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Broadcasting Corporation
Address .....90 Main Street
Phone Numbers.....715; 716; 2100
Transmitter Location .....Creek Road
Time on the Air.....6:30 a.m. to 11:15 p.m.
News Service .....AP
Transcription Service.....NBC Thesaurus
Membership .....NAB, BMB

Personnel

President.....E. R. Gamble
General Manager.....E. R. Gamble
Commercial Manager....Robert E. Newstead
Sales Promotion Manager.....Lee Whyte
Program Director.....Gordon Bridge
Chief Announcer.....Jim Albany
Musical Director.....Matt Regan
Chief Engineer.....Fred Callender
Record M. C.....Bernie Sandler, Matt Regan

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WINR

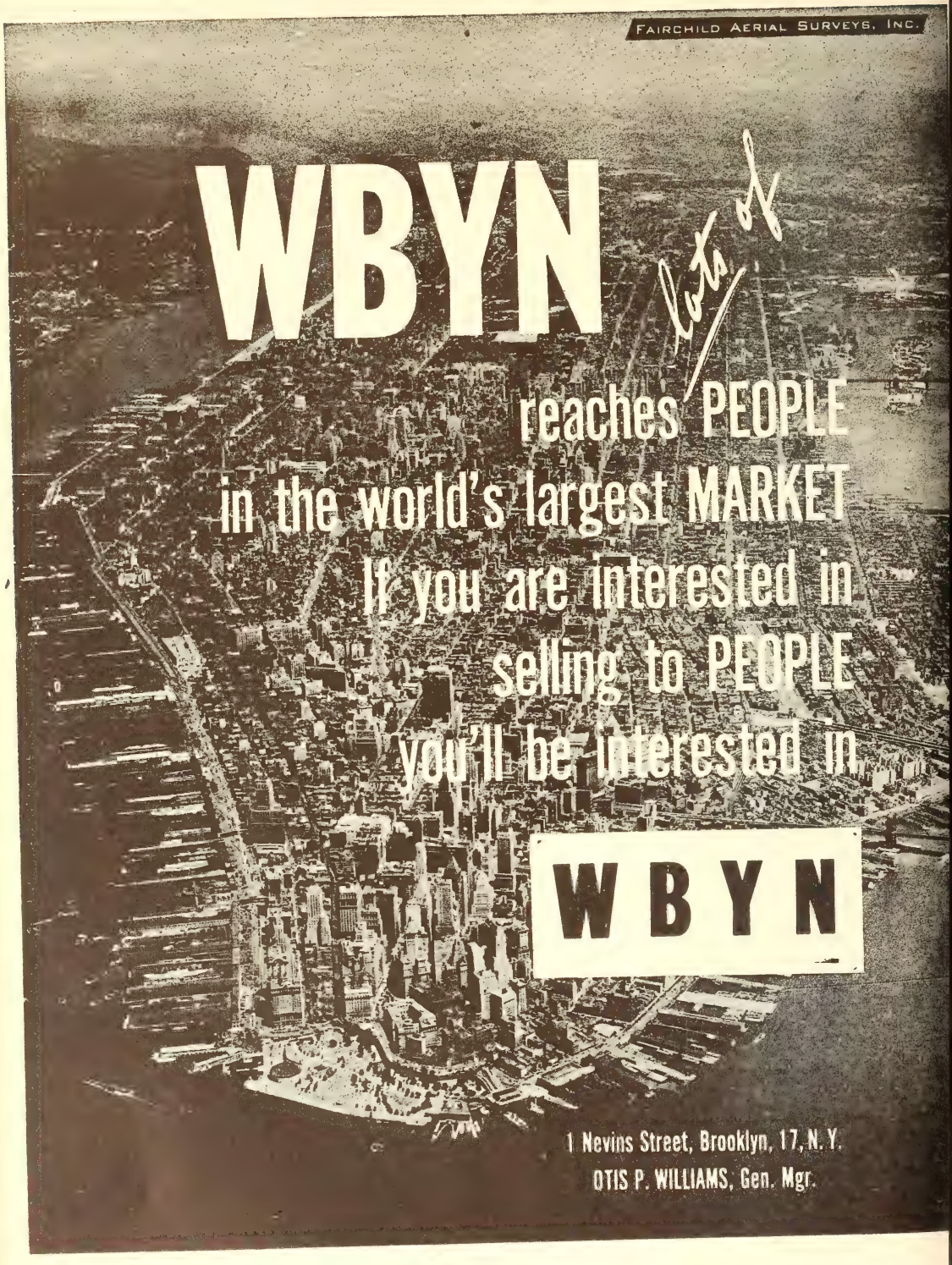
BINGHAMTON—EST. 1946

NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By
Southern Tier Radio Service, Inc.
Address .....ourt House Square
Phone Number 4-4318
Transmitter Location.Cleveland & Stokes Ave.
Time on the Air.....6 a.m. to 1 p.m.
News Service .....AP
Representative .....Headley-Reed Co.

Personnel

President .....Donald Kramer
General Manager .....David Carpenter
Vice President .....E. R. Vadeboncoeur
Commercial Manager.....C. A. Bengtson
Program Director.....Bernard Morley
Publicity Director.....George O'Connor
Chief Announcer.....Charles Bishara
Chief Engineer.....A. A. Kelly


FAIRCHILD AERIAL SURVEYS, INC.
WBYN
lots of
reaches PEOPLE
in the world's largest MARKET
If you are interested in
selling to PEOPLE
you'll be interested in
WBYN
1 Nevins Street, Brooklyn, 17, N. Y.
OTIS P. WILLIAMS, Gen. Mgr.

WNBF

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
Owned-Operated By....Clark Associates, Inc.
Address .....Arlington Hotel
Phone Number.....Binghamton 2-3461
Transmitter Location.....Ingraham Hill
Time on the Air.....6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service .....UP
Transcription Service ...World Broadcasting
Representative.....The Bolling Co.
Membership .....NAB, BMB

Personnel

President .....John C. Clark, Sr.
General Manager.....Cecil D. Mastin
Station Manager.....Cecil D. Mastin
Commercial Manager.....Stanley N. Heslop
Sales Promotion.....E. Ray McCloskey
Program Director.....E. Ray McCloskey
Production Manager.....Hal Kent
Publicity Director.....E. Ray McCloskey
Chief Announcer.....Hal Kent
Chief Engineer.....Lester H. Gilbert
Record MC.....Ralph Carroll

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WBBR*

BROOKLYN—EST. 1934

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By.....Watchtower Society
Address .....124 Columbia Heights
Phone Number .....MAin 4-9735
Transmitter Location.....Rossville, Staten Island
Time on the Air..... Shares time

Personnel

Manager.....M. A. Howlet

*(Non-Commercial Station)

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WBYN

BROOKLYN—EST. 1941

Frequency: 1430 Kc...Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn, Inc.
Address.....1 Nevins St., Brooklyn
Phone Number .....TRiangle 5-3300
Transmitter Location Williamsburg Section, Bklyn.
Time on the Air.....6:45 a.m. to midnight; Sunday.....7:45 to 1 a.m.
Newspaper Affiliation.....Newark Evening News-Owner
News Service .....AP; INS
Transcription Service.....NBC Thesaurus,

Personnel

President.....Edward W. Scudder, Jr.
Station-General Manager.....Otis P. Williams
Commercial Manager.....Otis P. Williams
Program Director.....William Fariss
Chief Engineer.....Peter Testan

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WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Address .....Hotel Statler
Phone Number.....CLeveland 6400
Transmitter Location.....Grand Island, N. Y.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8:00a.m. to 12:05 a.m.
Newspaper Affiliation.....Buffalo Evening News
News Service.....AP, UP, INS
Transcription Service.....NBC Thesaurus; Lang-Worth; Standard
Representative.....Edward Petry & Co., Inc.
Membership .....NAB

Personnel

President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
Station Director.....C. Robert Thompson
Program Director.....George Torge
FM Program Director....Woodrow Magnuson
Sales-Commercial Manager....Frank W. Kelly
Production Manager.....Edward Wegman
Publicity Director.....Joseph Haeffner
Musical Director.....Max Miller
Record M. C.'s.Clint Buehlman, Wally Nehrling
Chief Engineer.....Ralph J. Kingsley

For the *best*

in news quality . . .

AP

WBNY

BUFFALO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Roy L. Albertson
Address.....485 Main Street
Phone Number .....Madison 4000
Transmitter Location.....154 E. Eagle St.
Time on the Air.....7 a.m. to 12 midnight
News Service.....INS; AP; UP
Transcription Service.....Associated
Representative.....Adam J. Young, Jr., Inc.
Membership.....NAB, BMB

Personnel

Owner.....Roy L. Albertson
General Manager.....Roy L. Albertson
Commercial Manager.....Virginia C. Fyda
Program Director.....Howard Sheldon
Production Manager.....Sherman J. Wright
Chief Announcer.....Howard Sheldon
Musical Director.....Arthur J. Crosson
Chief Engineer.....Thomas L. Vines

News Comes First

AT

WBNY

★

Buffalo's only independent station consistently has a large audience (see Hooperatings) because at all hours it broadcasts up-to-the-minute local and regional news as well as the latest dispatches of the big four . . . TP, UP, AP and INS. We have the ear of Western New York.

★

WBNY

Owned and Operated by

ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

WEBR

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WEBR, Inc.
Address .....23 North Street
Phone Number .....Lincoln 7133
Transmitter Location....Larkin Terminal Bldg.
Time on the Air....6 a.m. to 1 a.m.; Sundays, Newspaper Affiliation..Buffalo Courier-Express
News Service.....AP, INS, Reuters
Transcription Service....Standard, Lang-Worth
Representative.....Weed & Company
Membership .....NAB

Personnel

President .....Paul E. Fitzpatrick
Station Director .....Cy King
Sales Manager.....William Doerr, Jr.
Program Director.....Robert Dambach
Production Manager.....John D. Boothby
Publicity Director.....William Schweitzer
Chief Announcer.....Clare Allen
Musical Director.....Wallace McManus
Technical Supervisor.....Raymond H. Lamy
Record M. C.....Ed Tucholka, Robert Wells



You'll find it's a habit for Buffalonians to swing their dials to 1340 for
"Hi-Teen Time" — "The Outdoorsman"
"Queen City Cinderella" — "Melody Men"
Van Patrick's Play-by-Play Broadcasts
and many other "home-folks" programs. You're SURE to talk to Buffalo through WEBR and WEBR-FM!

WEED & CO. — National Representatives

WGR*

BUFFALO—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By..WGR Broadcasting Corp.
Address.....1800 Rand Bldg.
Phone Number..... Washington 3100
Transmitter Location.....Hamburg, N. Y.
Time on the Air.....5:50 a.m. to 1:05 a.m.
News Service..... UP
Transcription Service.....World Associated
Representative.....Free & Peters
Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....Nat L. Cohen
Sales Manager.....Nat L. Cohen
Production Manager.....Robert Strigl
Program Manager .....Karl Hoffman
Sales Promotion-Pub. Dir.....R. McPherson
Chief Engineer.....Karl B. Hoffman
Chief Announcer.....Allan L. Lewis
Music Director.....David Cheskin
Record MC .....Billy Keaton

* 500*W. construction permit.*

WKBW

BUFFALO—EST. 1925

AMERICAN BROADCASTING SYSTEM

Frequency: 1520 Kc.....Power: 50000 Watts
Owned-Operated By.....Buffalo Broadcasting Corp.
Address.....1800 Rand Bldg.
Phone Number .....Washington 3100
Transmitter Location.....Big Tree Road, Hamburg, N. Y.
Time on the Air.....Unlimited
News Service..... UP
Transcription Service.....World Broadcasting System, Cole
Representative.....Avery-Knodel, Inc.
Membership .....NAB

Personnel

President.....Hiram W. Deyo
Vice-Pres. & Gen. Mgr.....John A. Bacon
Sales Manager.....Richard H. Ullman
Merchandising Manager....John H. Schnell, Jr.
Program Director.....John A. Bacon
Chief Announcer.....Jack Gelzer
Publicity Director.....John H. Schnell, Jr.
Public Relations Director.....Lillian Kirk
Musical Director.....Bobby Nicholson
Chief Engineer.....Richard Blinzler
Record Mc's....Foster Brooks, Terry Washburn

WELM

ELMIRA—EST. 1947

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...James Robert Meachem
Business Address.....222 East Market St.
Phone Number.....2-8378
Transmitter Location.....Upper Yake St.
News Service.....AP
Representative.....The Walker Co.
Membership .....NAB

Personnel

Owner-Gen. Mgr.....J. R. Meachem
Sales Manager.....Claude Snyder, Jr.
Program Director.....Preston L. Taplin

WENY

ELMIRA—EST. 1939

NBC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Business Address.....Mark Twain Hotel
Phone Number 5181
Transmitter Location....Lower Schuyler Ave.
Time on the Air.....7 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
Newspaper Affiliation....Elmira Star-Gazette
News Service .....UP
Transcription Service....World Broadcasting, Lang-Worth
Representative.....J. P. McKinney & Son
Membership .....NAB, BMB

Personnel

President.....Frank E. Gannett
General Manager.....Dale Taylor
Sales-Commercial Manager...Ernest F. Oliver
Sales Promotion-Merchandising Manager.....Ernest F. Oliver
Program Director.....Woodrow W. Ott
Chief Announcer.....Ted Hodge
Musical Director.....Harry Springer
Chief Engineer.....Thurlow A. Greene

WGBB

FREEPORT—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....H. H. Carman
Address.....44 So. Grove Street
Phone Number .....Freeport 8-2418
Transmitter Location.....215 Bedell Street
Time on the Air.....Unlimited
Transcription Service .....NBC Thesaurus

Personnel

President-General & Station Manager.....Harry H. Carman
Sales-Commercial Manager..Harry H. Carman
Program Director.....A. Cheesman
Chief Announcer.....Neal Seaman
Chief Engineer.....G. Graham
Record M. C.....William Martin

WWSC

GLENS FALLS—EST. 1946

MUTUAL—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By
Great Northern Radio, Inc.
Address ..Empire Theater B'dg., 11 South St.
Phone Number.....Glens Falls 2-6983
Transmitter Location
Pruyn's Island, Glens Falls, N. Y.
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World

Personnel

President .....Martin Karig
General Manager.....Martin Karig
Station Manager.....Eric Fields
Commercial Manager.....Arthur L. Cooper
Sales Manager.....Bob Giford
Program Director.....Bob Giford
Publicity Director.....Bob Giford
Chief Announcer.....Eric Fields
Acting Chief Engineer.....Joseph Thomas

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(CALL LETTERS TO BE ASSIGNED)
GLENS FALLS*

Frequency: 1230 Kc.....Power: 100 Watts
Permittee.....Glens Falls Publicity Corp.

* *Construction permit pending.*

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WENT

GLOVERSVILLE—EST. 1944

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned By....Sacandaga Broadcasting Corp.
Operated By.....George Bissell
Address.....8 West Fulton St.
Phone 4900-1
Transmitter Location.....Harrison St.
Time on the Air....17 hours 10 minutes daily
News Service.....UP
Transcription Service.....NBC Thesaurus
Membership .....NAB, BMB

Personnel

President.....George F. Bissell
General Manager.....Dale Robertson
Program Director.....Malcolm Weaver
Chief Engineer.....DeWaine Rauer

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WHLI

HEMPSTEAD—EST. 1947

Frequency: 1100 Kc.....Power: 250 Watts D.
Owned-Operated By.....Elias I. Godofsky
Business Address.....26 Court St.
Transmitter Location.....Hempstead
News Service.....UP
Transcription Service.....Associated

Personnel

General Manager.....Elias I. Godofsky
Station Manager.....Paul Godofsky
Musical Director.....Eddy Brown
Chief Engineer.....Frank E. Knaack

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WHCU

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 1000 Watts
Owned-Operated By.....Cornell University
Business Address..Ithaca Savings Bank Bldg.
Phone Number 3438
Studio Addresses: Ithaca Savings Bank Bldg.; Campus Studio; Cornell Countryman Bldg.; Cornell Campus
Transmitter Location..Kline Rd., Forest Home, Ithaca
Time on the Air.....6:30 a.m. to sundown
News Service ..... UP
Transcription Service.....World Broadcasting System
Representative.....Howard H. Wilson Co., Kettell-Carter
Membership .....NAB, BMB

Personnel

General Manager.....Michael R. Hanna
Sales Manager.....Earl S. Cobey
Program Director.....Joseph A. Short
Publicity Director.....Theodore T. Howes
Chief Announcer.....John H. Deal
Musical Director.....John H. Deal
Chief Engineer.....True McLean

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WJTN

JAMESTOWN—EST. 1936

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Broadcasting Company, Inc.
Address.....208 Hotel Jamestown Bldg.
Phone Number.....7151
Transmitter Location: Jones & Gifford Avenue and Hallock Street Extension
Time on the Air.....6 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service ..... UP
Transcription Service.....Associated Music, World
Representative.....Wm. G. Rambeau Co.
Membership .....NAB, BMB

Personnel

President.....Jay E. Mason
General Manager.....Simon Goldman
Commercial Manager.....Simon Goldman
Sales Promotion Manager....Martha Johnson
Program Director.....Jay E. Mason
Production Manager.....J. Ralph Carlson
Publicity Director.....Donald Laubenstein
Chief Announcer.....Jack Guinan
Musical Director.....George Pfleeger
Chief Engineer.....Harold J. Kratzert
Record M. C.....William Winn

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WKNY

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Kingston Broad. Corp.
Address .....B'way. Theater Bldg., 601 Broadway
Phone Number .....Kingston 4500
Transmitter Location.....Yarmouth St., Ulster Township
Time on the Air.....7 a.m. to 1 a.m.; Sunday: 7:45 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....Thesaurus
National Sales Office.....The Friendly Group
Representative..Joseph Hershey McGillvra, Inc.
Membership ..... BMB

Personnel

President.....John J. Laux
General Manager.....Lou Steketee
Commercial Manager.....George M. Hard
Sales Promotion Manager..Claude S. Middagh
Program Director.....Dick McCarthy
Publicity Director.....Ernest M. Ward
Chief Announcer.....Dick McCarthy
Musical Director.....Bill Brophy
Chief Engineer.....Francis H. Boisvert
Record MC.....Dick Nedin

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WICY

MALONE—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..North Country Broad. Co.
Address.....65 Woodward St.
Phone Number.....Malone 187
Transmitter Location.....65 Woodward St.
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....World
Membership ..... NAB

Personnel

Production Manager.....Mitchell C. Tackley
Commercial Manager.....Ralph M. Cardinal
Sales Manager.....Ralph M. Cardinal
Program Director.....Daniel W. Casey
Publicity Director.....Mitchell C. Tackley
Chief Announcer.....Robert Conto
Chief Engineer.....Charles Walker

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WMSA

MASSENA—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1340 kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Address..... Central Building
Phone Number.....990
Transmitter Location.....Winthrop Rd.
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sunday: 8 a.m. to 12:05 a.m.
Newspaper Affiliation.....The Watertown Daily Times
News Service .....UP
Transcription Service.....SESAC, Standard
Representative.....Weed & Co.
Membership.....NAB, BMB

Personnel

President.....Harold B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....Thomas R. McHugh
Commercial Manager.....Thomas R. McHugh
Sales Promotion Manager..Robert E. Anderson
Publicity Director.....Robert E. Anderson
Chief Engineer.....Michael R. Yonkovig

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WALL

MIDDLETOWN—EST. 1942

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Community Broadcasting Corp.
Business Address.....14 South St.
Phone Number 3119
Transmitter Location.....229 Monhagen Ave.
Time on the Air.....7 a.m. to 12 midnight
News Service .....AP
Transcription Service.....Keystone
Membership.....NAB, BMB

Personnel

President.....John Morgan Davis
General Manager.....Martin N. Oebbecke
Program Director.....George W. Shepard

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WGNY

NEWBURGH—EST. 1934

Frequency: 1220 Kc.....Power: 1000 w. d. only
Owned-Operated By .....WGNY Broadcasting Co., Inc.



THE GENTLEMAN WITH THE RIGHT PICK

Can lower advertising costs . . . and yet clinch a substantial share of the Metropolitan New York Market with a sales message beamed over WBNX. 1947 is going to be a big year for advertisers in this World's Largest Market and you can depend on WBNX to be your low cost — best seller.

Write, call or phone MElrose 5-0333 for rates and data pertaining to English and Foreign language audiences.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

Business Address .....161 Broadway
Phone Number.....4600
Tranmitter Location.....Cochecton Turnpike
Time on the Air.....7:30 a.m. to local sunset
Newspaper Affiliations.....Speidel Newspapers, Inc.
News Service .....UP
Transcription Service....Standard, W. E. Long
Membership.....NAB, BMB

Personnel

President.....Merritt C. Speidel
General Manager.....Harold W. Cassill
Station Manager.....Harold W. Cassill
Commercial Manager.....Joseph W. Rake
Sales Promotion Mgr.....Joseph W. Rake
Program Director.....Richard F. Crans
Production Manager.....Edward J. Burns
Chief Announcer.....Edward J. Burns
Musical Director.....James Goble
Chief Engineer.....Marvin S. Seimes
Record MC.....Al Gioielli

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WCBS

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc.....Power: 50000 Watts
Owned-Operated By..Columbia Broadcasting System, Inc.
Business Address.....485 Madison Avenue
Phone Number.....Wickersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave., 251 W. 45th St.; 254 W. 54th St.; 109 W. 39th St., 111 E. 58th St.
Transmitter Location: Columbia Island, New Rochelle, N. Y.
Time on the Air.....21 hours daily
News Service.....AP, INS, UP, Reuters
Transcription Service.....Associated Music Publishers; Langworth Feature Programs
Representative..... Radio Sales
Membership.....NAB, BMB

Personnel

President.....Frank Stanton
Chairman, Board of CBS.....William Paley
General Manager.....Arthur Hull Hayes
Commercial Manager.....Don Miller
Adv. & Sales Promotion Mgr.....Jules Dundes
Program Director.....G. Richard Swift
Publicity Director.....Michael Boscia
Asst. Program Dir.....D. Gordon Graham
Special Events.....Henry Unter Meyer
Musical Librarian.....Edna Barnes
Script Editor.....Jack Hoins
Chief Engineer .....Henry Grossman
(For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks

WBNX

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Broadcasting Co., Inc.
Address .....260 E. 161st Street
Phone Number .....MElrose 5-0333
Transmitter Location.....Carlstadt, N. J.
Time on the Air...¾ time shared with WAWZ
News Service .....AP
Transcription Service.....Standard Radio, SESAC
National Representative.....Forjoe & Co.
Membership ..... NAB

Personnel

President.....A. L. Haskell
Vice-President-General Manager .....W. I. Moore
Production Manager.....Edw. Ervin
Program Director.....Frank Johnson
Musical Director.....Fred Mendelsohn
Chief Engineer .....A. Solbrig

For the *best* in

Washington news . . .

AP

FIRST AMONG THE INDEPENDENTS

The "Log of Nine New York Stations" by Radio Reports, Inc. (December 1946) shows:

MORE ADVERTISERS USE WHN THAN ANY OTHER INDEPENDENT STATION

This popular station, moreover, outclassed all but one of the network key stations in national spot and local advertising.

Use the station other advertisers use most . . .

New York's biggest radio buy
TED HUSING'S BANDSTAND
Participating Sponsorship in Three and Six-Times Weekly Strips

WHN
NEW YORK
50,000 WATTS • 1050 KILOCYCLES

Represented by Rambeau

WEVD

NEW YORK—EST. 1929

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By .....Debs Memorial Radio Fund, Inc.
Address .....117 West 46th Street
Phone Number .....BRyant 9-2360
Transmitter Location.....4701 Maspeth Ave., Maspeth, L. I., N. Y.
News Service .....AP
Time on the Air...7 a.m. to 10 a.m., 12 noon to 6 p.m. and 8 p.m. to 1 a.m.
News Service .....AP

Personnel

President .....Adolph Held
General-Station Manager....Henry Greenfield
Sales-Commercial Manager...Henry Greenfield
Program-Publicity Director.....George Field
Chief Announcer.....David Niles
Musical Director.....Nicholas Saslavsky
Chief Engineer.....Charles Brown

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WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
Owned-Operated By.....Marcus Loew Booking Agency
Address .....1540 Broadway
Phone Number .....BRyant 9-7800
Transmitter Location .....East Rutherford, N. J.
Time on the Air.....6 a.m. to 2 a.m.
News Service.....UP, AP
Transcription Service.....Associated
Representatives.....Wm. G. Rambeau Co.

Personnel

Director.....Herbert L. Pettey
General Manager.....Frank Roehrenbeck
Director of Sales.....Bertram Lebhar, Jr.
Sales Promotion-Merchandising Manager .....Robert G. Patt
Program Director.....Raymond Katz
Production Manager.....Helen Ward
Publicity Director.....Jo Ranson
Chief Announcer.....Ted Schneider
Musical Director.....Joel Herron
Chief Engineer.....Paul Fuelling
Record MC's.....Ted Husing, Robert Q. Lewis

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Operated By..The Crosley Broad. Corp.
Address.....28 West 44th Street
Phone Number .....BRyant 9-6000
Transmitter Location.....Lyndhurst, N. J.
Time on the Air.....4:45 a.m. to midnight
News Service.....AP, INS
Membership .....NAB

Personnel

President.....James D. Shouse
General Manager.....Robert E. Dunville
Station Manager.....Willard Schroeder
Sales Commercial Dir.....Marion Annenberg
Promotion Manager.....Marion Annenberg
Publicity Director.....Chas. Oppenheim
Chief Announcer.....Joe Tobin
Musical Director.....Irving Landau
Chief Engineer.....Paul Von Kunits

(See Color Page 12)

5000 WATTS 1330 Kc

WEVD

ENGLISH • JEWISH • ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

For the **WHY** — the **WHAT** — the **WHEREFORE**

of *FOREIGN LANGUAGE RADIO*

REMEMBER

WHOM

''THE IL PROGRESSO STATION''

- FOR THE *BEST* BUY IN FOREIGN LANGUAGE PROGRAMS!
- FOR FOREIGN LANGUAGE *SHOWMANSHIP!!*
- TO *EFFECTIVELY REACH MILLIONS* OF FAITHFUL LISTENERS IN THE NEW YORK MARKET!!!

YOU'LL NATURALLY CHOOSE

WHOM

''THE IL PROGRESSO STATION''

Specializing in

- ITALIAN
- POLISH
- JEWISH
- GERMAN

PLUS

"AFTER HOURS" — ALL-NITE ENGLISH FEATURE



"The Il Progresso Station"

GET THE FACTS NOW!

WHOM, 29 West 57th Street, New York 19, N. Y. PLaza 3-4204

Jack M. Compter, *Commercial Manager*

WHOM

NEW YORK—EST. 1930

Frequency: 1430 Kc....Power: 1000 D, 500 N.
Owned-Operated By.....Atlantic Broadcasting Co., Inc.
Address.....29 W. 57th St.
Phone Number.....Plaza 3-4204
Studio Addresses..30 Journal Sq., Jersey City; 29 W. 57th St., N. Y.
Transmitter Location..Washington St., Jersey City.
Time on the Air..6:30 a.m. to 5:30 a.m.; Sunday, 7:30 a.m. to 5:30 a.m.
Newspaper Affiliation.....Il Progresso Italo Americano
News Service.....UP
Transcription Service.....Standard
Membership .....NAB

Personnel

President.....Generoso Pope
Exec. V.-P. and Gen. Mgr.....Fortune Pope
Station Manager.....Fortune Pope
Sales Commercial Mgr.....Jack M. Compter
Promotion Manager.....Jack M. Compter
Program Director.....Charles Baltin
Production Manager.....Ralph Costantino
Publicity Director.....Charles Baltin
Musical Director.....Giuseppe de Lucca
Chief Engineer.....Theodore Gempp
Record MC.....Sid Torin

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WJZ

NEW YORK—EST. 1921

ABC—KEY STATION

Frequency: 770 Kc.....Power: 50000 Watts
Owned-Operated By...American Broadcasting Corp.
Address .....30 Rockefeller Plaza
Phone Number.....CIrcle 7-5700
Transmitter Location..Lodi, Bergen County, N.J.
Time on the Air.....24 hours daily
News Service.....AP, UP & INS
Representative.....ABC Spot Sales
Membership.....NAB, BMB

Personnel

President .....Mark Woods
Station Manager.....Murray Grabhorn
Sales Manager.....C. L. Doty
Merchandising Manager....Geo. MacGlennon
Program Director.....John Hade
Musical Director.....Paul Whiteman
Chief Engineer.....George Milne
Record MC.....Johnny Dale

(For additional personnel see listings under American Broadcasting Company in network section of this volume.)

For the *greatest*

in news reliability . .

AP



wLIB A VITAL FORCE IN NEW YORK CITY'S MARKETING SYSTEM

• • •

FOR THE LISTENERS:
Music for their listening moods

FOR THE SPONSOR:
A loyal, responsive audience

wLIB's News Bureau — Winner of the N. Y. Newspaper Guild's First Citation for Radio Journalism

National SALES REPRESENTATIVES: *Adam J. Young Jr.* INCORPORATED

wLIB · 1190 on your dial

. . . MUSIC FOR YOUR LISTENING MOODS

Dorothy S. Thackrey, Chairman • T. O. Thackrey, Vice Chairman
Arthur A. Engel, Commercial Manager • Louis Jackobson, Station Manager
207 EAST 30th STREET, NEW YORK 16, N. Y.

WLIB

NEW YORK—EST. 1942

Frequency: 1190 Kc..Power: 1000 W. d. only
Owned-Operated By.....WLIB, Inc.
Address.....207 E. 30th St.
Phone Number.....MUrray Hill 3-6903
Transmitter Location.....180 Morgan Ave.
Time on Air....Local sunrise to local sunset
World .....SESAC
Newspaper Affiliation.....New York Post
Transcription Service .....Associated Music and World
Representative.....The Forjoe Co.
Membership .....NAB

Personnel

President-Gen. Mgr.....Dorothy Thackrey
General and Sales Mgr.....Arthur Simon
Commercial Manager.....Arthur A. Engel
Asst. Program Dir.....Clifford Evans
Production Manager.....Murray Jordan
Publicity Director.....Sam Elfert
Chief Announcer..... ....Murray Jordan
Musical Director.....Mimi Trepal
Chief Engineer.....Lou Thompson
Record MC.....Roger Sweet
Chief Music Librarian.....Roger Sweet

WNBC

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
Owned-Operated By .....National Broadcasting Co.
Address .....30 Rockefeller Plaza
Phone Number .....CIrcle 7-8300
Transmitter Location....Port Washington, N. Y.
Time on the Air..5:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service.....AP, UP, INS
Transcription Service.....NBC Thesaurus, Standard
Representative...NBC National Spot & Local Sales
Membership.....NAB, BMB

Personnel

President.....Niles Trammell
General Manager.....Frank Mullen
Station Manager.....James M. Gaines
Program Director.....DeLancy Provost
Sales Promotion-Merchandising Manager .....Charles Philips
Publicity Director.....Bob Daub
Chief Announcer.....Patrick J. Kelly

For the *greatest* in prestige . . .

AP

renewal power-

THE TRUE TEST OF STATION STRENGTH!

Keystone of WMCA's dominance in the metropolitan New York market is the *"longevity"* of its advertisers. Take a look at a cross-section of our 1946 sponsors...organizations whose long spans of life on this station reach into *decades*...undeniable *proof* of the strength of the WMCA sales impact!

Years	
25	Sachs Quality Furniture
13	Michael's Brothers
12	Ex-Lax
10	Modern Industrial Bank
9	Simon Ackerman Clothes
9	Barney's Clothing
8	Pepsi-Cola
8	Stanback
7	Horn and Hardart
6	Crawford Clothes
5	Adam Hats
5	BC Remedy
5	Edelbrew Beer
5	Loeser's Department Store
5	National Shoes
4	Mission Bell Wine
4	Piel's Beer
4	Venida

Represented Nationally by
Free & Peters

wmca

First on New York's Dial

Musical Director.....Samuel Chotzinoff
Chief Engineer.....F. A. Wankel
Record MC.....Bob Smith
(For additional personnel see listing of National Broadcasting Co., under Networks.)

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WMCA

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Address ..... 1657 Broadway
Phone Number .....Circle 6-2200
Transmitter Location.....Kearney, N. J.
Time on the Air.....24 hours daily
News Service ..... AP
Representative.....Weed & Co.
Membership .....BMB

Personnel

President.....Nathan Straus
Secretary-Treasurer.....Herman M. Stein
First V.-P. and Gen. Mgr.....Charles Stark
Sales Promotion Manager....Howard Klarman
Dir. of Commercial Programs.....Jos. Gottlieb
Director of Sales.....Herman Bess
Education Director.....Helen Sachs Straus
Vice-Pres., Director of News, Publicity and Special Events.....Leon Goldstein
Chief Announcer.....Joe O'Brien
Musical Director.....William Taylor
Chief Engineer.....Pierre C. Verseput
Record M.C.....Joe Franklin

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WNYC*

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
Owned and Operated By: City of New York; Municipal Broadcasting System
Address.....2500 Municipal Building
Phone Number .....Worth 2-5600
Transmitter Location....Greenpoint, Brooklyn, N. Y.; 10 Kent St., Brooklyn, N. Y.
Time on the Air.....7 a.m. to 10 p.m.
News Service.....AP, INS, UP

Personnel

Chief Executive.....William O'Dwyer, Mayor of the City of New York
Station Manager.....Seymour N. Siegel
Executive Officer.....John DeProspo
Program Director.....Seymour N. Siegel
Production Manager.....Frank Tomasell
Publicity Director.....Lilian Supove
Chief Announcer.....Thomas H. Cowan
Musical Director.....Herman Neuman
Chief Engineer.....William H. Pitkin
Record MC.....Alan Zachary

**Non-Commercial Station*

For the *best*

in women's news . . .

AP

IN THE MONEY 98.8% OF THE TIME!

Among programs heard over *all* New York Stations (network affiliates included) between 10:00 A. M. and 11:30 A. M. & 5:35 P. M. and 7:30 P. M.

THE MAKE BELIEVE BALLROOM

with MARTIN BLOCK over WNEW in the year 1946

rated 1st 55.4% of the time

rated 1st or 2nd 86.3% of the time

rated 1st, 2nd or 3rd 98.8% of the time

(THE PULSE reports for January through December, Monday-Friday averages)

WNEW

SERVING NEW YORK AND NEW JERSEY
24 HOURS A DAY

1130 on your dial

WNEW

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
Owned-Operated By....Greater New York Broadcasting Corporation
Address.....565 Fifth Ave.
Phone Number .....Plaza 3-3300
Transmitter Location.....Belleville Turnpike, Kearney, N. J.
Time on the Air: 24 hours a day—seven days a week
News Service.....AP; N. Y. Daily News
Transcription Service.....Standard Radio Lang-Worth, World
Representative: John Blair & Co.; R. C. Foster
Membership ..... NAB

Personnel

General Manager.....B. Judis
Station Manager.....B. Judis
Vice-Pres. in Charge Sales....Ira M. Herbert
Sales Promotion Mgr.....John V. B. Sullivan
Program Director.....Ted Cott
Production Manager.....Jack Grogan
Assoc. Publicity Dir.....Rhea Diamond
Chief Announcer.....John Jaeger
Musical Director.....Roy Ross
Chief Engineer.....Max J. Weiner

WOR

NEW YORK—EST 1922

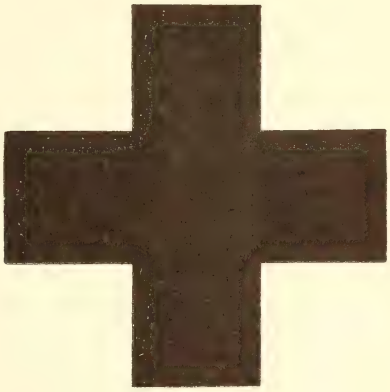
MUTUAL BROADCASTING SYSTEM
Frequency: 710 Kc.....Power: 50000 Watts
Owned-Operated By.....Bamberger Broadcasting Service, Inc.
Business Address.....1440 Broadway
Phone Number.....Pennsylvania 6-8600
Transmitter Location.....Carteret, N. J.
Time on the Air.....24 hours daily
News Service.....AP, UP, INS
Transcriptions Service.....WBS
Membership.....NAB, BMB

Personnel

President.....Theodore C. Streibert
Vice-President.....R. C. Maddux
Sales Manager.....Eugene S. Thomas
Promotion Director.....Joseph Creamer
Program Director.....Rodney Erickson
Production Manager.....Daniel Ehreneich
Dir. of News-Special Features..Dave Driscoll
Publicity Director.....Richard Pack
Music Director.....Sylvan Levin
Popular Music Director.....Tommy Dorsey
Chief Engineer-Vice-Pres.....Jack R. Poppele
Record MC.....Barry Gray

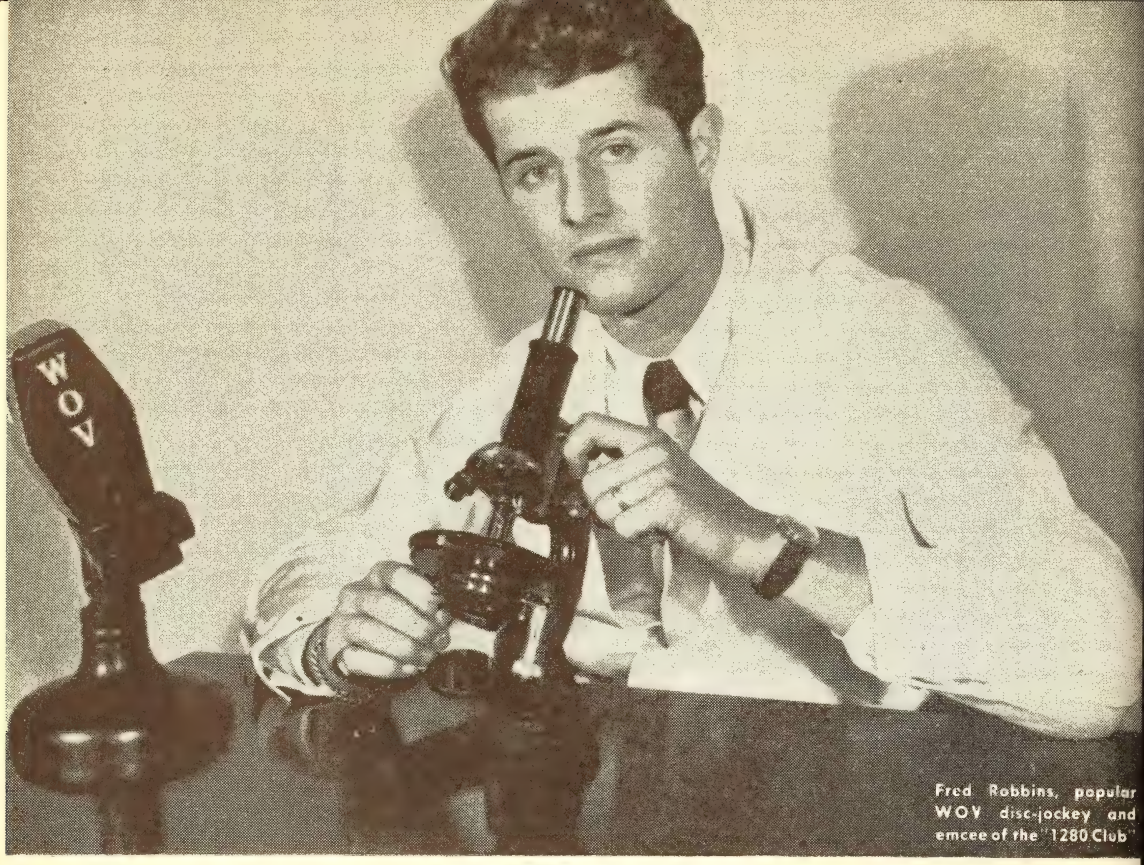
See Page 496

The Red Cross Needs



Your Unstinting Assistance

GIVE!



Fred Robbins, popular WOV disc-jockey and emcee of the "1280 Club"

We Have Analyzed Our Audience For Sponsors of the "1280 Club"

WE want you to know what you get for your dough! That's why WOV asked "The Pulse, Inc." to analyze the first 25,000 registered members of, and ardent listeners to, Fred Robbins' "1280 Club" program, broadcast nightly over WOV from 6:30 to 9:00 p. m.

The results really tell a sponsor what he gets on this popular, six-day-a-week program. For example:

The "1280 Club" delivers 1280 listeners for a dollar.

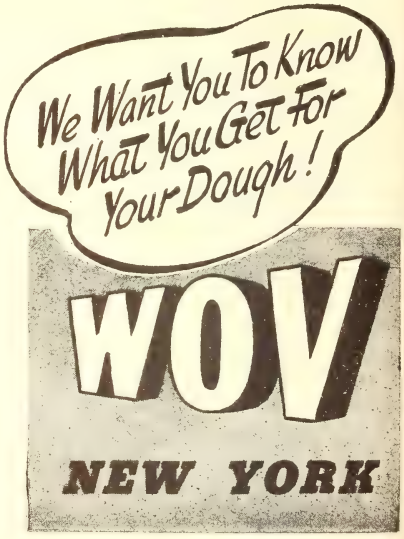
Their average age is 23 years.

56% are women . . . 44% are men.

96% live in metropolitan New York. And we can give you the home address of each one.

Get the complete facts on this most revealing of all listener surveys . . . age, sex, income, where and how these ardent listeners live. Phone or write for a WOV representative today.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.



WOV

NEW YORK—EST. 1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By....Wodaam Corporation
Address .....730 Fifth Avenue
Phone Number .....Circle 5-7979
Transmitter Location.....Carlstadt, N. J.
Time on the Air.....6 a.m. to midnight, Monday thru Saturday
News Service .....UP
Transcription Service.....Standard Radio
Representative.....John E. Pearson Co.

Personnel

President.....Harry Henshell
General Manager-Station Manager.....Ralph N. Weil
Commercial Manager.....Ralph Nardella
Sales Promotion Manager.....Judith Vallen
Program Director.....Arnold B. Hartley
Publicity Director.....Anne Baldwin
Musical Director.....Paul Romeo
Chief Engineer.....Hillis Holt
Record M. C.....Fred Robbins

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WQXR

NEW YORK—EST. 1936

Frequency: 1560 Kc.....Power: 10000 Watts
Owned By.....The New York Times Co.
Operated By.....Interstate Broad. Co., Inc.
Address .....730 Fifth Avenue
Phone Number .....CIrcle 5-5566
Transmitter Location..Maspeth, Long Island, N. Y.
Time on the Air....7 a.m. to 12:05 midnight; Sundays: 8 a.m. to 12:05 midnight
Newspaper Affiliation.....New York Times
News Service...The N. Y. Times News Service
Transcription Service...World Broadcasting System; Associated Music
Representative.....Adam J. Young, Jr.
Membership ..... NAB

Personnel

Chairman of the Board..Arthur Hays Sulzberger
President.....John V. L. Hogan
Executive Vice-President....Elliott M. Sanger
Station Manager.....John S. Hayes
Promotion Director.....Bennet Korn
V.-P. in Charge of Sales.....Hugh K. Boice
Program Director.....Eleanor N. Sanger
Publicity Director .....Eleanor Hurley
Chief Announcer.....Albert Grobe
Music Consultant.....Abram Chasins
Orchestral Director.....Leon Barzin
Chief Engineer.....Russell Valentine

See Page 292

WHLD

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc.....Power: 1000 w. d. only
Owned-Operated By....The Niagara Falls Gazette Publishing Company
Address.....310 Niagara St., Hotel Niagara
Phone Number.....2-2311 & 8421
Transmitter Location.....Lockport & Military Roads
Time on the Air..Local sunrise to local sunset
Newspaper Affiliation.....Niagara Falls Gazette
News Service ..... UP
Transcription Service...Lang-Worth, Standard Radio, Associated, World, SESAC, Cole
Representative .....Headley-Reed Company

Personnel

General Manager.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
Program Director.....Robert J. Manning
Production Manager.....J. M. Whitney
Musical Director.....J. Harold Bradley
Chief Engineer.....E. D. Hiatt, Jr.

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WSLB

OGDENSBURG—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....St. Lawrence Broadcasting Corp.
Address .....2315 Knox St.
Phone Number .....Ogdensburg 500
Transmitter Location.....2315 Knox St.
Time on the Air.....7 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service.....Keystone, Standard, Cole
Representative .....Walker Co.
Membership .....BMB

Personnel

President.....Joseph R. Brandy
General Manager.....Harold J. Frank
Commercial Manager.....Joseph R. Brandy
Program Director.....Hal Gilman
Chief Announcer.....Hal Gilman
Musical Director.....Flo Beach Rowe
Chief Engineer.....Ramond Lafferty

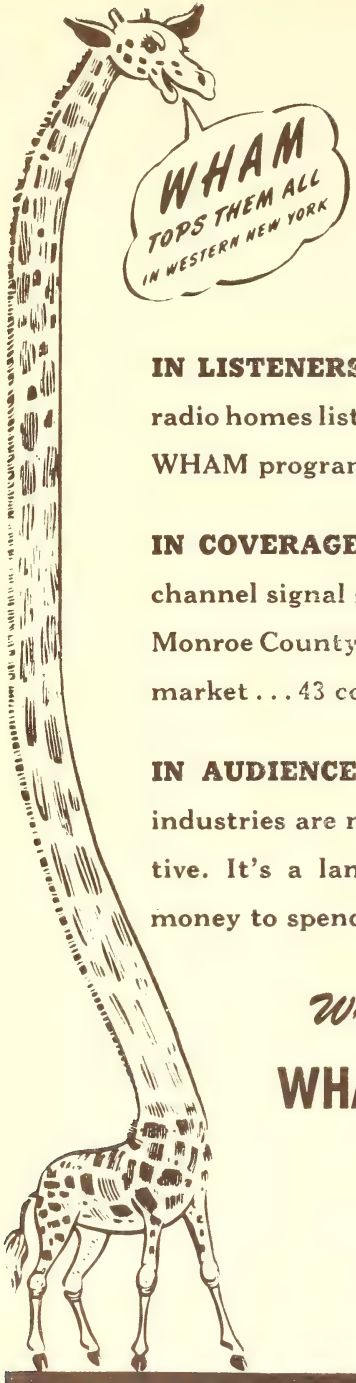
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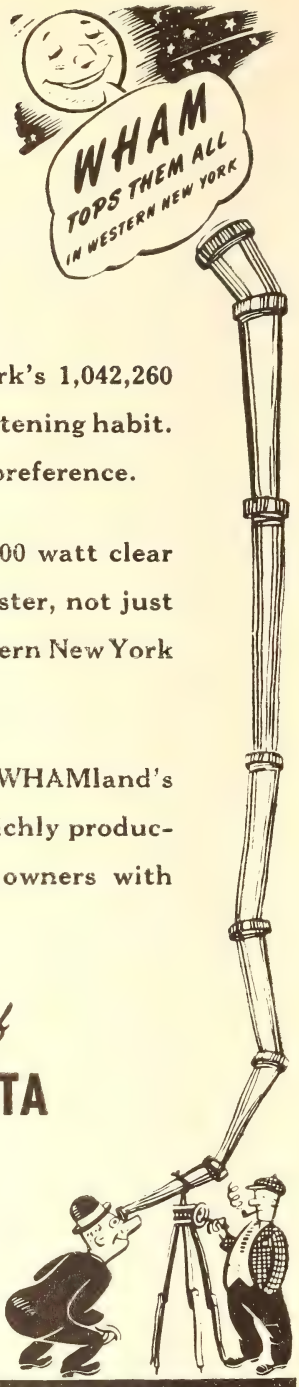
WHDL

OLEAN—EST. 1934

ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts





IN LISTENERS . . . In Western New York's 1,042,260 radio homes listeners have the WHAM listening habit. WHAM programs are tops in audience preference.

IN COVERAGE . . . WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . 43 county coverage.

IN AUDIENCE BUYING POWER . . . WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

Write for your copy of

WHAM MARKET DATA

WHAM

"The Stromberg-Carlson Station"

ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representatives
GEORGE P. HOLLINGBERY CO.

Owned-Operated By.....WHDL, Inc.
Address....619 Exchange National Bank Bldg.
Phone Number.....Olean 4149
Transmitter Location....3219 West State Road
Time on the Air.....6:55 a.m. to 11:15 p.m.
Newspaper Affiliation .....Olean Times Herald
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....J. P. McKinney & Son
Membership.....NAB, BMB

Personnel

President.....E. B. Fitzpatrick
General & Commercial Mgr..Thomas L. Brown
Program Director.....Lloyd B. Gibson
Chief Engineer.....Thomas J. Gill

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W M F F

PLATTSBURG—EST. 1935

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Plattsburg Broadcasting Corporation
Address.....153 Margaret St.
Phone Number 1600
Transmitter Location.....Boynton Ave.
Time on the Air.....6:45 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative....Jos. Hershey McGillvra, Inc.
Membership.....NAB, BMB

Personnel

President.....Mr. George F. Bissell
General Manager.....George F. Bissell
Commercial Manager.....Joel H. Scheier
Sales Promotion Manager.....Joel H. Scheier
Program Director.....Betty Kraus
Production Manager .....Earl Sharland
Publicity Director.....Dick Weld
Chief Announcer.....Earl Sharland
Musical Director.....Charles Hill
Chief Engineer.....Edward Gagnon

•

W K I P

POUGHKEEPSIE—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Poughkeepsie Newspapers, Inc.
Operated By....Radio Division, Poughkeepsie Newspapers, Inc.
Address.....P.O. Box 889
Phone Number.....Poughkeepsie 6800
Studio Address.....New Yorker Bldg.; Nelson House
Transmitter Location .....The Nelson House
Time on the Air.....6:30 a.m. to 12:05 a.m.
Newspaper Affiliation.....Poughkeepsie Newspapers, Inc.
News Service ..... AP
Transcription Service.....Standard
Representative .....Headley-Reed Company
Membership.....NAB, BMB

Personnel

Director.....Edward A. Chappell
General Manager.....H. W. Cassill
Business Manager.....George W. Bingham
Commercial Manager.....Ted Jones
Sales Promotion Manager.....Richard Crans
Program Dir.-Publicity Dir.....Richard Crans
Chief Announcer .....Harold Hennig
Musical Director.....Harold Hennig
Chief Engineer.....Marvin Seimes
Record MC.....Charles Healy, Al Gioielli

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W H A M

ROCHESTER—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts
Owned-Operated By.....Stromberg-Carlson Company
Business Address.....111 East Avenue
Phone Number .....Stone 1862
Transmitter Location.....Victor, New York
Time on the Air.....18½ hours daily
News Service ..... UP
Transcription Service.....NBC Thesaurus; World Broadcasting System, RCA Victor
Representative ....Geo. P. Hollingbery Co.
Membership.....NAB, BMB

Personnel

Vice-President.....William A. Fay
General Manager.....William A. Fay
Studio Manager.....John H. Lee
Commercial Manager....John W. Kennedy, Jr.
Sales Promotion Manager....Truman P. Brizee
Program Director.....Charles Siverson
Production Manager.....Syl Novelli
Publicity Director .....Truman Brizee
Chief Announcer.....Dean W. Harris
Musical Director.....Gene Zacher
Chief Engineer.....Ken Gardner
Record MC.....Arthur Murrellwright

•

W H E C

ROCHESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....WHEC, Inc.
Address ..... 40 Franklin St.
Phone Number .....Stone 1320
Transmitter Location.....1800 Winton Rd. So. Rochester

Time on the Air.....6:30 a.m. to 1 a.m.; Saturday: 6:30 a.m. to 1 a.m.; Sunday: 8 a.m. to 12:30 a.m.
Newspaper Affiliation.....Gannett Newspapers, Inc.
News Service .....AP
Transcription Service.....Associated Music & Standard
Representative .....J. P. McKinney & Son
Membership.....NAB, BMB

Personnel

President.....Frank E. Gannett
Vice-President.....Clarence Wheeler
General Manager.....Gunnar O. Wiig
Commercial Manager....LeMoine C. Wheeler
Program Director.....William J. Adams
Pronuction Manager.....Lowell H. MacMillan
Publicity Director.....William J. Adams
Chief Announcer.....Wilfred Despard
Musical Director.....Peter Laurini
Chief Engineer.....Bernard C. O'Brien
Record MC.....Jack Barry

WRNY*

ROCHESTER—EST. 1946

Frequency: 680 Kc.....Power: 250 w. d. only
Owned-Operated By...Monroe Broad. Co., Inc.
Address.....191 East Ave.
Phone Number.....Stone 6228
Transmitter Location....Fiume St. Extension near Mt. Read Blvd.
Time on the Air...Local sunrise to local sunset
News Service .....AP
Transcription Service.....Lang-Worth
Membership .....NAB

Personnel

President.....George B. Kelly
General Manager.....Lester W. Lindow
Sales Manager.....Lester W. Lindow
Program Director.....Harold Kolb
Production Manager.....Harold Kolb
Chief Engineer.....Felix Bonvouloir

*Construction Permit.

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM
AMERICAN BROADCASTING CO.

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Brown Radio Service & Laboratories, Gordon P. Brown, Owner
Address.....328 East Main St.
Phone Number .....Stone 702
Transmitter Location.....Brighton, N. Y.
Time on the Air.....6:30 a.m. to 12:30 a.m.; Sat., to 1 a.m.; Sun., 8 a.m. to 12:30 a.m.
News Service ..... INS
Representative.....The Walker Co.; Joseph Hershey McGillvra, Inc.

Personnel

President-Gen. Mgr.....Gordon P. Brown
Sales and Comm. Mgr.....Elmer J. Walz
Merchandising Manager.....Ralph Palmer
Program Director.....David M. Olds
Publicity Director.....Harland M. Evans
Chief Announcer.....George LiButti
Musical Director.....Viola Brown
Chief Engineer.....Gordon P. Brown
Record MC.....David Lewis

WKAL

ROME—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Cooper City Broadcasting Corp.
Address.....Capitol Theater Bldg.
Phone Number.....3616
Transmitter Locaion.....Muck Rd. and Jay St.
Time on the Air.....6:30 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Donald Cooke, Inc.
Membership .....NAB



• • • NEW YORK • • •

Personnel

President.....M. J. Kallet
General Manager.....Michael Carlo Fusco
Commercial Manager.....Samuel N. Kirkland
Program Director.....Walter P. Griswold
Production Manager.....Daniel A. Fusco
Chief Engineer.....DeForest T. Layton, Jr.
Record MC.....Charles King

•

WNBZ

SARANAC LAKE—EST. 1937
AMERICAN BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 100 Watts
Owned-Operated By ...Upstate Broadcasting Corporation
Business Address.....14 Broadway
Phone Number..... 1320
Studio Address.....14 Broadway
Transmitter Location.....3 Olive St.
Time on the Air.....Daytime license
Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager.....John F. Grimes
Program Director.....Lewis Pettit
Chief Engineer.....H. Berwind Williams

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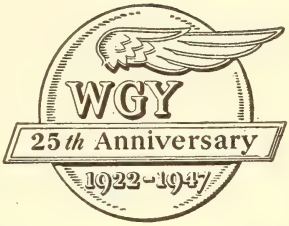
WGY

SCHENECTADY—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts
Owned-Operated By.....General Electric Company
Address .....1 River Road
Phone Number 3-2121
Transmitter Location..3 miles fr. Schenectady, Mariaville Rd.
Time on the Air.....6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....NBC Thesaurus; Lang-Worth
Representative.....NBC Spot Sales
Membership .....NAB, BMB

Personnel

Vice President & Manager of Broadcasting .....R. S. Peare
Asst. Manager of Broadcasting....B. J. Rowan
Station Manager.....G. E. Markham
Asst. to Station Manager.....R. W. Welpott
Supervisor, Station Sales & Promotion .....A. G. MacDonald
Acting Supervisor, Programs.....A. G. Zink
Supervisor, Production.....E. J. Pudney
Supervisor, News.....W. T. Meenam
Supervisor, Music.....A. D. Coggeshall
Engineer.....W. J. Purcell



A QUARTER OF A CENTURY IS ONLY THE BEGINNING

MARVEL of the Twentieth Century . . . means for mass communication . . . disseminator of education and entertainment . . . Radio broadcasting is a tribute to man's inventive genius. In little more than 25 years it has grown from novelty to necessity in our daily lives.

Proud to have played a part in the phenomenal growth of the radio art, pioneer Station WGY, on the occasion of its Silver Anniversary (February 20, 1947) looks back through the years with a deep sense of gratitude to those who have made its operation possible.

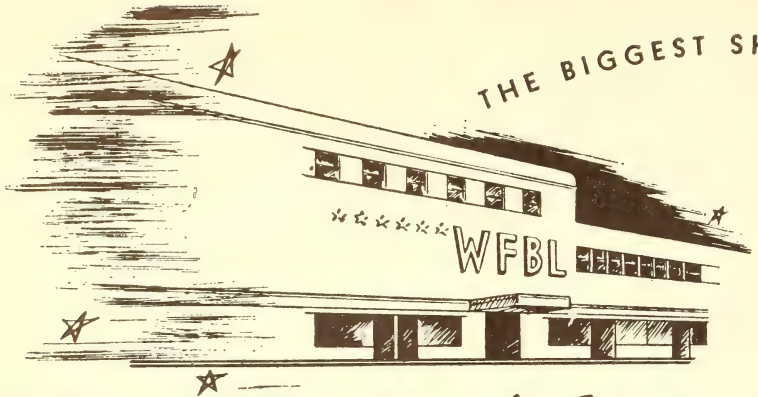
Firm in the belief that there is an even greater tomorrow for broadcasting with the addition of Frequency Modulation and Television, General Electric Stations face the future with plans for further expansion and better service.

WGY

50,000 Watts
NBC Affiliate

GENERAL ELECTRIC
Schenectady, New York

Represented Nationally By NBC Spot Sales



WFBL

the Greatest Selling Power in Central New York

MEMBER BASIC NETWORK
COLUMBIA BROADCASTING SYSTEM

Operated for the benefit of the community, WFBL sells more potential buyers in this market than any other station (figures available if you want them!).

OFFERS YOU

AUDIENCE BUILDING PROGRAMS

Farm Show	"RFD Program"—4:45-7-00 A.M. (Mon. thru Sat.).
Drama (live talent) . . .	"The Curtain Rises"— "Historical Showcase"
Music (live talent)	"Musical Clock"—7:00-9:00 A.M. (Mon.-Sat.). "Three For A Quarter"—9:15-9:30 A.M. (Mon.-Fri.). "Dick Workman Sings"—6:30-6:45 P.M. (Tues.).
Audience Participation	"WFBL Matinee"— "Round-Table on Wheels"
Complete News Service	9 Broadcasts Daily. U. P. plus complete coverage of local and regional news by WFBL's staff of nine correspondents.

No other radio station in Central New York can give you as much as

WFBL Syracuse 2, N.Y.

WFBL-FM *gives you* FM at FULL POWER

For Institutional Advertising or Quality Products Reaching This Great Central New York Market at Low Rates

WFBL-FM Syracuse 2, N. Y.

FREE and PETERS Exclusive National Representatives

WSNY

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..... Western Gateway Broadcasting Corp.
Address.....619 State St.
Phone Number.....Schenectady 3-3622
Transmitter Location.....Campbell Rd.
Time on the Air.....17 hours, 20 minutes; Sunday: 16 hours, 5 minutes
News Service .....AP
Transcription Service..Standard Radio; Lang-Worth
Representative .....Helen Wood

Personnel

President.....Winslow P. Leighton
General Manager.....George R. Nelson
Station Manager.....George R. Nelson
Commercial Manager.....George R. Nelson
Sales Promotion Manager.....Cecil Wodland
Program Director.....Edward F. Flynn
Production Manager.....Cecil Woodland
Publicity Director.....Robert S. Cragin
Chief Announcer.....William Carpenter
Musical Director.....Eleanor Clements
Chief Engineer.....Irving S. Beck
Record MC.....Jerry Coyle; William Carpenter

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WAGE

SYRACUSE—EST. 1941

ABC

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....WAGE, Inc.
Address .....Loew Building
Phone Number 2-0277
Transmitter Location.....Salina, N. Y.
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... AP
Transcription Service.....Standard, NBC Thesaurus
Representative .....Edward Petry & Co., Inc.
World Broadcasting System, RCA
Membership.....NAB, BMB

Personnel

President.....Frank G. Revoir
Exec. Vice-President & Station Manager.....William T. Lane
Sales or Commercial Manager Aaron Beckwith
Program Director.....Gordon Aldermen
Chief Announcer.....Bruce Rector
Musical Director.....Carl Silfer
Chief Engineer.....Charles W. Brannen

WFBL

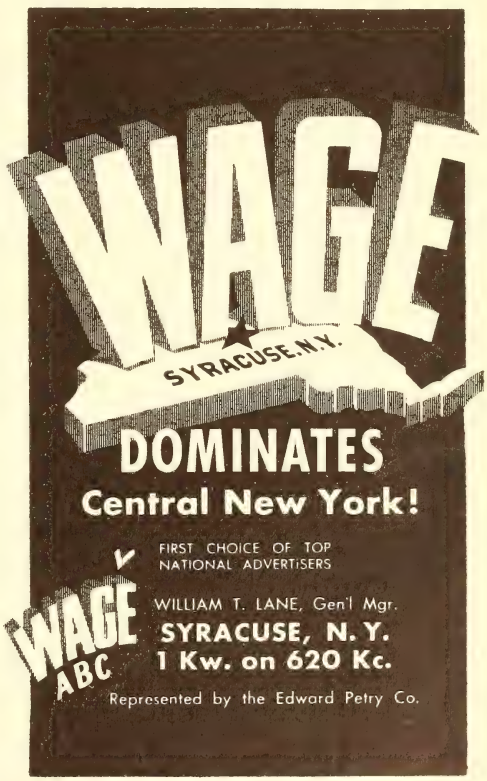
SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....Onondaga Radio Broadcasting Corporation
Business Address.....433 S. Warren St.
Phone Number 2-1147
Studio Address.....Onondaga Hotel
Transmitter Location .....Collamer, N. Y.
Time on the Air.....5 a.m. to 1:05 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service.....INS, UP
Transcription Service ....World Broadcasting System
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....Oscar F. Soule
Vice-President-
General Manager.....Samuel Woodworth
Station Manager.....Samuel Woodworth
Commercial Manager.....Lennox F. Wylie
Vice-President
Sales Promotion Manager...Robert G. Soule



Program Director.....James E. Deline
Production Manager.....Raymond C. Gantter
Publicity Director.....Robert G. Soule
Musical Director.....Raymond C. Gantter
Chief Engineer.....James J. Kelly
Director of Sales and Programs.....Charles F. Phillips

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WOLF

SYRACUSE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Broadcasting Corporation
Address.....Chimes Building
Phone Number.....2-7211
Transmitter Location.....Van Rensselear and Kirkpatrick Streets
Time on the Air.....6 a.m. to 2 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service.....AP
Transcription Service....Standard, M. M. Cole
Representative.....The Walker Co.

Personnel

President.....T. S. Marshall
General Manager.....T. S. Marshall
Station Manager.....Hamilton Woodle
Commercial Manager.....Daniel Dwyer
Sales Promotion Manager....James J. Coolican
Program Director.....Hamilton Woodle
Publicity Director.....Eleanor Merz
Chief Announcer.....Charles Shaw
Musical Director.....Norman Messervey
Chief Engineer.....Tom Crimmins
Record MC.....Bob Van Kleek

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WSYR

SYRACUSE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Central New York Broadcasting Corporation
Address.....315 Syracuse-Kemper Bldg.
Phone Number.....3-7111
Transmitter Location.....2341 Valley Drive
Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....UP
Transcription Service..Associated, Lang-Worth
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....Harry C. Wilder
General Manager.....E. R. Vadeboncoeur
Commercial Manager.....W. R. Alford, Jr.
Sales Promotion Manager.....Albert J. Gillen
Program Director.....William V. Rothrum
Chief Announcer.....Elliott Gove
Musical Director.....Murray Bernthal
Chief Engineer.....Armand G. Belle Isle

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WNDR

SYRACUSE—EST. 1946

Frequency: 1260 Kc.....Power: 500 Watts
Owned-Operated By...Syracuse Broadcasting Corp.
Address.....Wilson Bldg.
Transmitter Location.....De Witt
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....Associated; SESAC; Lang-Worth
Representative.....Paul H. Raymer Co.
Membership.....NAB

Personnel

President.....Walter E. Bligh
General Manager.....Walter E. Bligh
Program Director.....Raymond L. Servatius
Publicity Director.....Patricia Farrell
Chief Announcer.....Herb Carneal
Chief Engineer.....Paul H. Lee

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WHAZ

TROY—EST. 1922

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By.....Rensselaer Polytechnic Institute
Address.....110 Eighth St.
Phone Number.....Troy 6810
Transmitter Location.....110 Eighth St.
Time on the Air.....6:30 p.m. to midnight, Monday only

Personnel

General Manager.....W. J. Williams
Sales Manager.....W. C. Stoker
Program Director.....A. O. Niles
Chief Announcer.....R. Schmelzer
Chief Engineer.....H. Harris

WTRY

TROY—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Troy Broadcasting Co., Inc.
Address ..... 92 Fourth St.
Phone Numbers.....Troy 2100; Albany 4-2500
Transmitter Location..Colonie Township, N. Y.
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... UP
Transcription Service ....World Broadcasting System; Lang-Worth; Standard
Representative .....Headley-Reed

Personnel

President.....H. C. Wilder
General Manager.....William A. Riple
Station Manager.....Woodbury Carter, Jr.
Commercial Manager.....John Sutphen
Sales Promotion Manager..G. Edward Walker
Program Director.....Ernest Wm. Rossell
Publicity Director.....G. Edward Walker
Musical Director.....Hugh Sharpe
Chief Engineer.....Albert H. Chizmark
Mecord MC.....Mike Rich

WGAT*

UTICA—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1100 Kc...Power: 250 Watts d. only
Owned-Operated By..Central Broadcasting Co.
Transmitter Location...French Rd., Utica, N. Y.
Time on the Air..Local sunrise to local sunset
News Service.....AP
National Sales Office...Howard H. Wilson Co.

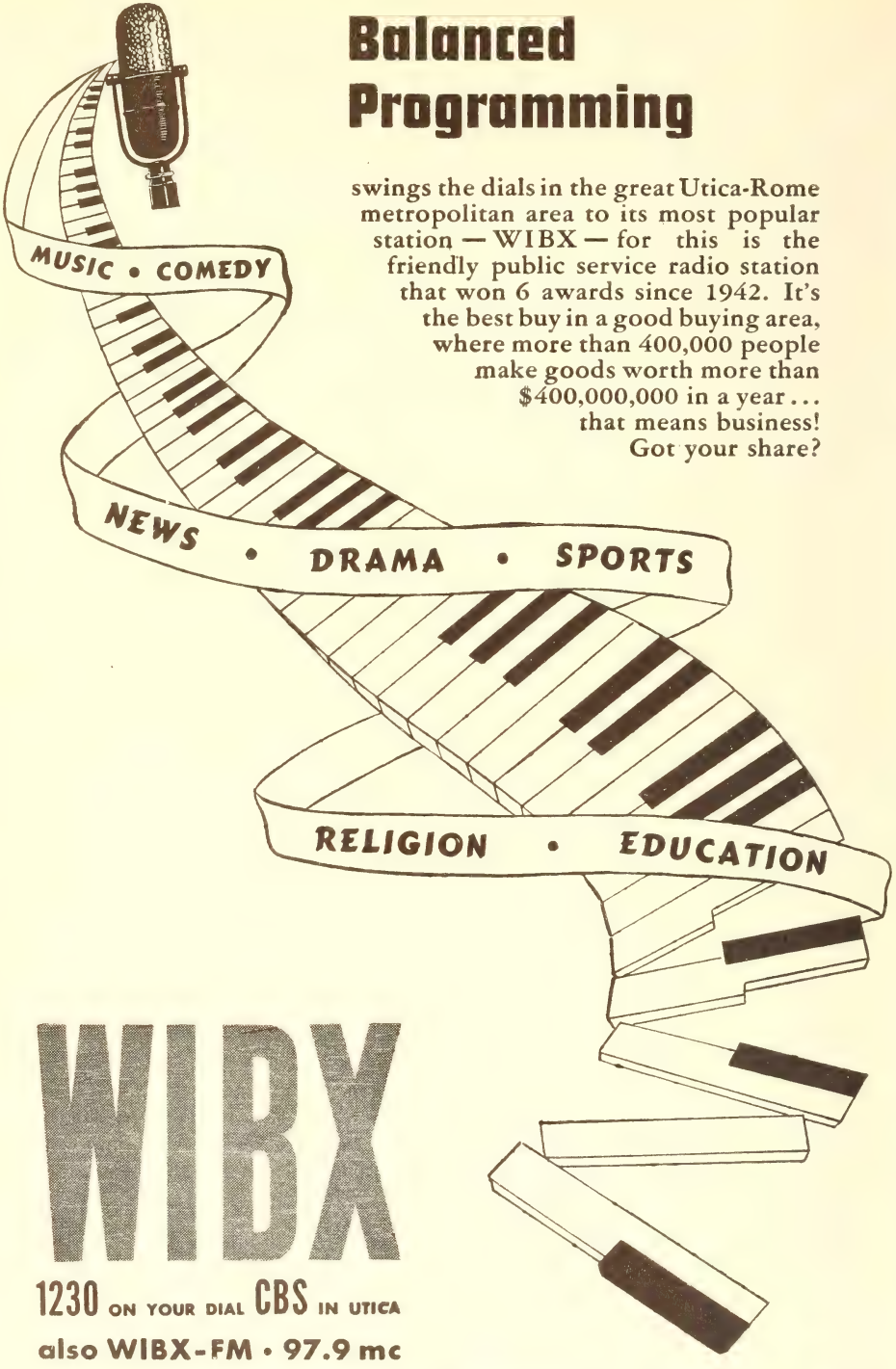
Personnel

President-General Manager...J. Eric Williams
Chief Engineer.....Robert Blair

**Construction Permit*

For the *greatest* in prestige . . .

AP



Balanced Programming

swings the dials in the great Utica-Rome metropolitan area to its most popular station — WIBX — for this is the friendly public service radio station that won 6 awards since 1942. It's the best buy in a good buying area, where more than 400,000 people make goods worth more than $400,000,000 in a year... that means business! Got your share?

WIBX

1230 ON YOUR DIAL CBS IN UTICA

also WIBX-FM • 97.9 mc

First National Bank Building • Utica, New York

Represented by: Helen Wood & Colton, New York — Bertha Bannan, New England — Walter Biddick Co., Pacific Coast

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WIBX, Inc.
Address.....First National Bank Bldg.
Phone Number 2-2101
Transmitter Location.....Schuyler St., Marcy, N. Y.
Time on the Air.....7:05 a.m. to 12:05 a.m.; Sunday: 6 a.m. to 1:05 a.m.
News Service.....INS & UP
Transcription Service.....World, BMI, ASCAP, SESAC, AMP
Representatives..Helen Wood & Colton (N. Y.); Bertha-Bannan (Boston); Walter Biddick (Los Angeles)
Membership .....NAB, BMB

Personnel

President-Gen. Manager...Margaret P. Bowen
Asst. to President.....Helen Wood
Commercial Manager and Sales Promotion Manager.....N. W. Cook
Program Director.....Elliott Stewart
Production Manager.....Betty Cushing Griffin
Publicity Director.....N. W. Cook
Chief Announcer.....Robert Mahaney
Musical Director.....William Walters
Chief Engineer.....John T. Dowdell

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WATN

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Watertown Broadcasting Corporation
Business Address.....118 Washington St.
Phone Number...Studio and Transmitter 2424; Commercial Office 975
Studio Address .....118 Washington St.
Transmitter Location .....118 Washington St.
Time on the Air.....12:15; Sunday 8 a.m. to 12:15 a.m.
News Service .....AP
Transcription Service .....Standard Radio
Representatives.....Helen Wood & Colton
Membership .....NAB

Personnel

President.....G. H. Righter
General Manager.....G. H. Righter
Production Manager.....Hugh L. Cosline
Co-Engineers.....Donald Schryver, Frederick Sprague, James Billingsley
Record MC.....S. H. Ayer

WWNY

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Company
Address.....Hotel Woodruff, Public Square
Phone Number.....4120-1
Transmitter Location.....Ives St. Extension
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sunday, 8 a.m. to 12:05 a.m.
Newspaper Affiliation.....Watertown Daily Times
News Service .....UP
Transcription Service.....World Broadcasters, SESAC
Representative .....Weed & Co.
Membership .....NAB, BMB

Personnel

President .....Harold B. Johnson
General Manager-Commercial Manager.....Louis Saiff, Jr.
Station Manager.....Thomas E. Martin
Program Director.....Earl R. Kelly
Chief Engineer.....Maynard B. Davis
Record MC.....Harry Adams

For the *best* in news . . .

AP

WFAS

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Westchester Broadcasting Corp.
Address.....8 Church St.
Phone Number .....White Plains 6400
Transmitter Location.....Secor Rd., Greenburgh, N. Y.
Time on the Air.....Unlimited
News Service..... AP
Transcription Service ....World Broadcasting System; Associated
Representative .....Headley-Reed Co.
Membership .....NAB

Personnel

President.....J. Noel Macy
Managing Director.....Frank A. Seitz
Commercial Manager.....John E. Arens
Program Director.....Randall Kaler
Chief Announcer.....Robert Peters
Musical Director.....Randall Kaler
Chief Engineer.....Frank A. Seitz

WFAS

Selected Audience

Appeal in Westchester,

Serious Music .....

News .....

Special Events .....

40.6% of Westchester's Radio families listen* to

WFAS .....

Roger Smith Hotel
White Plains, N. Y.

Represented by
HEADLEY-REED COMPANY
Chrysler Bldg.
New York

*Ask for W.L.C. Survey

WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc. Power: 250 Watts (CP-5000)
Owned-Operated By ....Long Island Broadcasting Corporation
Address..... 41-30 58th Street
Phone Number .....NEwtown 9-3300
Transmitter Location.....41-30 58th St.,
Time on the Air.....8 a.m. to midnight
News Service .....AP
Transcription Service.....Associated; Standard

Personnel

President-Gen. Manager...William H. Reuman
Station Manager.....Edith Dick
Program Director.....Fred Barr
Publicity Director.....Walter Kaner
Chief Announcer.....Ray Carroll
Musical Director.....Lou Cole
Chief Engineer.....William H. Reuman
Record MC's.....Fred Barr; Ray Carroll; Symphony Sid

WWRL
NEW YORK
• • •
Packed With Listener and Buy Appeal
FRED BARR'S "1600 CLUB"
•
An Effective Sales Approach to New York Women
"THIS AND THAT WITH MONA AND PAT"
•
Covering America's *Greatest* Buying Market at the *Lowest* Cost.
• • •
1600
"The High Spot on the Dial"

NORTH CAROLINA

Estimated Population 3,626,613—Radio Homes 641,316
Stations in State 48

WGWR

ASHEBORO—EST. 1946

Frequency: 1260 Kc.....Power: 1000 Watts
Owned By.....Asheboro Broadcasting Co.
Operated By.....Roy Cox
Address.....119 Worth St.
Phone Number.....218
Studio Address.....303 E. Salisbury St.
Transmitter Location...¼ mile N. of Asheboro
Time on the Air.....Unlimited

Personnel

President and General Mgr.....Roy Cox

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WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Radio Station WISE, Inc.
Operated By.....Harold H. Thoms
Address ..... 100 College St.
Phone Number.....4560
Transmitter Location ..... 100 College St.
Time on the Air.....6:30 a.m. to 1 a.m.; Sundays: 7:30 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus, Lang-Worth
National Representative ....Burn-Smith Co.; Harry E. Cummings
Membership.....NAB

Personnel

President .....Harold H. Thoms
Sales-Commercial Mgr.....Loyd Leonard
Program Director.....Floye Bowers
Publicity Director.....Wilma Moore
Chief Announcer.....Sidney Tear
Chief Engineer.....Charles W. Sumner
Record MC.....Harry Varner

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WNCA

ASHEVILLE—EST. 1946

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Community Broad. Co.
Address.....Biltmore Hotel
Phone Number.....2872
Transmitter Location.....Emma, N. C.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....INS
Transcription Service.....World-KBS
Representative.....William G. Rambeau Co.
Membership ..... NAB

Personnel

Pres. and Gen. Mgr.....C. Frederic Rabell
Commercial and Sales Mgr.....Robert Lambe
Chief Announcer.....William Ward
Chief Engineer.....Joseph Duncan
Record MC.....Carl Greene

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WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 1000 Watts (C.P. 5000)
Owned-Operated By.....Asheville Citizen-Times Co., Inc.
Address .....14 O'Henry Avenue
Phone Number 5500
Transmitter Location.....Flatiron Building, (CP-near Emma, N. C.)
Time on the Air..6:30 a.m. to 12:05 a.m. daily; Sundays: 7:30 a.m. to 12:05 a.m.
Newspaper Affiliation.....Asheville Citizen-Times
News Service.....AP & UP
Transcription Service..... Associated
Representative .....Katz Agency
Membership.....NAB, BMB

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....James A. Hagan
Sales Promotion Mgr...Kenneth C. Willson, Jr.
Program Director.....Wm. F. Melia
Chief Announcer.....Read Wilson
Chief Engineer.....Cecil B. Hoskins

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WBBB

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
CAROLINA SPORTS—KBS

Frequency: 920 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Alamance Broadcasting Company, Inc.
Address .....310½ South Main St.
Phone Numbers 2730; 2731
Transmitter Location.....Elon Road (West Front Street Extension)

"Y'all oughtta be on the radio"



A blue-jeaned guitar strummer hears neighborly praise... and reckons it's so. Ambling down from the Great Smoky Mountains or across the Piedmont Plateau, he heads for 50,000-watt WBT—*talent headquarters for the Carolinas.*

For more than a quarter-century the wealth of talent in North and South Carolina has been funneling into WBT. Because people know that WBT has a knack of spotting unknowns with promise and helping them to national prominence.

Carolinians remember it was WBT that launched Lansing Hatfield and Norman Cordon on operatic careers that led to the stage of the "Met"... that Skinnay Ennis, John Scott Trotter, and The Golden Gate Quartet got their first big break at WBT... that Johnny Long and Kay Kyser first drawled into a WBT microphone.

Thanks to this flair for discovering stars, WBT gets its pick of the area's performers. The WBT audience hears the best in Southern radio. And WBT advertisers meet—and beat—sales quotas for the Carolinas.



WBT

The South's Pioneer Station
Jefferson Standard Broadcasting Co.
Charlotte, 50,000 watts, CBS

REPRESENTED BY RADIO SALES,
THE SPOT BROADCASTING DIVISION OF CBS

Time on the Air.....5:30 AM to local sunset
News Service.....UP; AP
Transcription Service.....Standard Radio; Lang-Worth, Cole, Capitol, Keystone
Membership.....NAB, BMB

Personnel

Secretary-General Mgr.....E. Z. Jones
Commercial Manager.....Roy Springer
Sales Promotion Mgr.....Al McCoy
Program Director.....William Sandefur
Production Manager.....George Sandefur
Publicity Director.....Al McCoy
Chief Engineer.....Berry Tysor
Record MC.....Tank Nelson, Wally Mack

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W A Y S

CHARLOTTE—EST. 1942

ABC

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.Inter-City Advertising Co.
Address.....120 E. Third St.
Phone Numbers.....3-7173-4
Transmitter Location.....Oakdale Road, Highway 16
Time on the Air.....5 a.m. to 1 a.m.; Sunday: 6 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service....Lang-Worth; Standard
Representative.....The Branham Co.
Membership.....NAB, BMB

Personnel

President.....George W. Dowdy
Gen. Mgr.-Station Mgr.....W. H. Goan
Commercial Manager.....Charles Sherrill
Program Director.....J. Norman Young
Publicity Director.....Mitzi Stack
Chief Engineer.....Lon Channey
Record MC.....J. B. Clark

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W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 50000 Watts
Owned-Operated By..Southeastern Broad. Co.
Address.....600 Wilder Building
Phone Nnmber.....3-8833
Transmitter Location.....Nations Ford Rd.
Time on the Air.....5 a.m. to 1 a.m.; Sundays: 7 a.m. to 12 midnight
News Service.....UP; AP
Transcription Service.....Lang-Worth
Representative.....Radio Sales, Inc.; CBS Spot Sales Div.
Membership.....NAB, BMB

Personnel

President.....J. M. Bryan
General Manager.....Charles H. Crutchfield
Commercial Manager.....William M. Parker
Sales Promotion Manager.....J. R. Covington
Program Director.....Larry B. Walker
Publicity Director.....Mrs. Frances Coiner
Chief Announcer.....Lee Kirby
Musical Director.....Clarence Etters
Chief Engineer.....M. J. Minor
Record MC.....Kurt Webster
Farm Director.....Grady Cole

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W S O C

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WSOC, Inc.
Address.....1925 N. Tryon Street
Phone Number.....7138
Transmitter Location.....1925 N. Tryon Street
Time on the Air.....6 a.m. to midnight;
News Service.....AP
Transcription Service.....NBC Thesaurus; Standard Radio
Representative.....Headley-Reed Company
Membership.....NAB

Personnel

Pres.-Gen. Mgr.....Earle J. Gluck
Director Sales Promotion and Publicity.....Clyde L. Clem, Jr.
Program Director.....Ron Jenkins
Chief Engineer.....L. L. Caudle

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W E G O

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Wayne M. Nelson
Business Address.....Concord
Phone Number.....2271
Transmitter Location..Highway 29A, 1½ miles west of Concord
Time on the Air.....Daytime license
News Service.....UP & AP
Transcription Service.....Standard Music, SESAC, Cole
Representative.....Thomas F. Clark Co.; Keystone

Personnel

Owner and Gen. Mgr.....Wayne M. Nelson
Sales Promotion Mgr.....Anita M. Conboy
Chief Engineer.....E. M. Stanton, Jr.

WCKB

DUNN—EST. 1946

KBS

Frequency: 780 Kc.....Power: 1000 w. d. only
Owned-Operated By...North Carolina Central Broadcasters, Inc.
Address.....Dunn, N. C.
Transmitter Location....1 mile E. of town on U.S. 421
Time on the Air.....Daytime
News Service .....AP
Transcription Service.....Lang-Worth

Personnel

President-Owner.....Earl McD. Westbrook
General Manager.....A. Hartwell Campbell
Chief Engineer.....Bill Abbott
Program Director.....Gary Morrison
Record MC.....Al Jordan

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WDNC

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Durham Radio Corporation
Address.....138½ Chapel Hill Street
Phone Number.....R-155
Transmitter Location.....Cole Rd.
Time on the Air.....6:25 a.m. to 12:05 a.m. Sundays: 8 a.m. to 12:05 a.m.
Newspaper Affiliation.....Herald-Sun Papers
News Service ..... AP & UP
Transcription Service.....Capitol
Representative...Howard H. Wilson Company
Membership.....NAB, BMB

Personnel

President.....C. C. Council
Manager and Vice-Pres.....J. Frank Jarman
Commercial Manager....C. James Woodhouse
Sales Promotion Mgr.....J. Frank Jarman
Chief Engineer.....Homer Ledbetter
Record MC .....Leslie Higbie

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WDUK

DURHAM—EST. 1946

ABC

Frequency: 1810 Kc.....Power: 1000 w. d. only
Owned By.....Harmon L. Duncan
Address.....Box 387
Phone Number R-101
Studio Address.....205½ W. Main
Transmitter Location.....Alston Ave.
Time on the Air.....Daytime
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson

Personnel

General Manager.....Harmon L. Duncan
Commercial Manager.....Ken Tredwell
Chief Engineer.....E. B. Jones
Record MC.....Johnny Dean

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WHHT

DURHAM—EST. 1946

MUTUAL

Frequency: 1580 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Harold H. Thoms
Address.....310 E. Main St.
Phone Number L-975
Transmitter Location....Alston Ave. Extension
Time on the Air.....Daytime
News Service.....INS
Transcription Service.....Standard
Representative.....Burn-Smith Co.

Personnel

Owner.....Harold H. Thoms
General Manager.....Kenneth Beachboard
Program Director.....Vera Ervin
Production Manager.....George Ballard
Chief Engineer.....W. L. Watford
Record MC.....George Ballard

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WTIK

DURHAM—EST. 1946

Frequency: 730 Kc.....Power: 500 w. d. only
Owned-Operated By.....Durham Broad. Co.
Address.....211½ E. Main St.
Phone Number.....N-187
Transmitter Location.....Ellis Rd.
Time on the Air..Local sunrise to local sunset
News Service.....AP
Transcription Service.....World, M. M. Cole
Representative.....Broadcast Sales Co.

Personnel

President.....Floyd Fletcher
General Manager.....Floyd Fletcher
Musical Director.....Harold Fuquay
Chief Engineer.....Jack Boyer
Record MC.....Don Yeager

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W C N C

ELIZABETH CITY—EST. 1939

KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Albemarle Broadcasting Co., Inc.
Address.....104 E. Colonial Ave.
Phone Number.....1400-1472; Transmitter-1240
Transmitter Location.....Parsonage St., Ext.
Time on Air.....6 a.m. to 11:15 p.m.
News Service.....UP
Transcription Service.....World Broadcasting
Representative.....Burn-Smith Co.

Personnel

President.....Dr. J. A. Gill
General Manager.....Edd Harris
Commercial Manager.....T. W. Talbot
Program Director.....Don Pierce
Chief Engineer.....Joe Kyle

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W F N C

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Cape Fear Broadcasting Co.
Address.....114 Anderson St.
Phone Number.....4848
Transmitter Location.....N. Waters St.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World
Representative.....The Walker Co.

Personnel

General Manager.....Victor W. Dawson
Commercial Manager.....Luther Ganbill
Chief Engineer.....Owen A. Lehr
Record MC.....Lee Ellis

W G N C

GASTONIA—EST. 1939

ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....F. C. Todd
Address.....168-170 Main St.
Phone Number.....732
Transmitter Location.....Gastonia
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Representative.....Cox & Tanz
Membership.....NAB, BMB

Personnel

Owner.....F. C. Todd
General Manager.....Pat McSwain
Chief Engineer.....W. C. Groves, Jr.

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W G B R

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Eastern Carolina Broadcasting Corp.
Address.....Borden Bldg.
Phone Number.....1550-51



Transmitter Location .....Goldsboro-Raleigh Highway
Time on the Air.....17½ hours daily
News Service.....AP
Transcription Service..World, NBC Thesaurus
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President.....A. T. Hawkins
General Manager.....Leland B. Nelson
Asst. Manager.....John G. Britt
Commercial Manager.....Leland B. Nelson
Program Director.....George Ball
Publicity Director.....John G. Britt
Musical Director.....Elsie Bradsher
Chief Engineer.....Daniel B. Trueblood

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WBIG

GREENSBORO—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....North Carolina Broadcasting Co., Inc.
Business Address .....Box 1807
Phone Numbers 6125, 6126, 6127
Studio Address.....O. Henry Hotel
Transmitter Location...Battleground Boulevard
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....AP
Transcription Services:....World Broadcasting System; NBC Thesaurus
Representative ....George P. Hollingbery Co.
Membership.....NAB, BMB

Personnel

General Manager.....Edney Ridge
Commercial Manager....Gilbert M. Hutchison
Sales Promotion Mgr.....Adelaide B. Covey
Program Director.....Wally Williams
Publicity Director.....Margaret Leonard
Chief Announcer.....Wally Williams
Musical Director.....Margaret Banks
Chief Engineer.....Earl Allison
Record MC.....Bob Jones



W G B G

GREENSBORO—EST. 1942

ABC

Frequency: 980 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Greensboro Broadcasting Co., Inc.
Address.....So. Ashe St. Extension P.O. Box 2280
Phone Number.....3-3631
Transmitter Location....So. Ashe St. Extension
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....Lang-Worth
National Representative.....Burn-Smith Co.
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....Ralph M. Lambeth
Commercial Manager.....J. Robert Marlowe
Sales Promotion Manager.....E. Sullivan
Program Director.....Miss Marie Craven
Production Manager.....A. B. Brown
Chief Announcer.....A. B. Brown
Chief Engineer.....J. M. Stewart

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W G T C

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Greenville Broad. Co.
Address.....Falkland Highway
Phone Number.....3182-3
Transmitter Location.....Falkland Highway
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service....Lang-Worth, World, M. M. Cole
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President.....J. J. White
General Manager.....B. S. Hodges, Jr.
Commercial Manager.....Carl McKinney
Sales Promotion Manager.....Carl McKinney
Publicity Director.....B. S. Hodges, Jr.
Chief Engineer.....Warren Palmer
Record MC.....Charles Whedbee

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W H K P

HENDERSONVILLE—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Redge Broadcasting Co.
Address.....Bowen Hotel
Phone Number.....700
Transmitter Location..Chimney Rock Highway
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....World
Membership.....BMB

Personnel

President.....W. A. Egerton
General Manager.....Ed Leach
Sales Promotion Mgr.....Jimmy Brookshire
Program Director.....Agnes Leach
Production Manager.....Robert McGarity
Musical Director.....Agnes Leach
Chief Engineer.....L. E. Gradick
Record MC.....Ed Leach

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W H K Y

HICKORY—EST. 1940

ABC—KBS

Frequency: 1290 Kc.....Power: 5000 d. 1000 n.
Owned-Operated By.....The Catawba Valley Broadcasting Co., Inc.
Address.....13th St. Radio Bldg.
Phone Number.....1195-6
Transmitter Location...2½ miles SE of Hickory
Time on the Air.....18 hours daily
News Service.....UP
Transcription Service.....World
Membership.....NAB, BMB

Personnel

President.....Carl V. Cline
Gen. and Station Manager....Edmund S. Long
Chief Engineer.....Edmund S. Long

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W M F R

HIGH POINT—EST. 1935

ABC—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Radio Sta. WMFR, Inc.
Address.....164 S. Main St.
Phone Number.....4593
Transmitter Location.....164 S. Main St.
Time on the Air.....18 hours daily
News Service.....UP
Membership.....BMB

Personnel

General-Station Manager....Frank S. Lambeth
Sales-Commercial Manager.....Pat Taylor
Chief Engineer.....Robert Moore

WJNC

JACKSONVILLE—EST. 1945

MBS—TOBACCO NETWORK

Frequency: 1240 kc. ..... Power: 250 Watts
Owned By .... Jacksonville Broadcasting Co..
Operated By ..... Louis N. Howard and Ellis Howard
Address.....Box 367, Highway 24
Transmitter Location ..... Highway 24
Time on the Air....6:30 a.m. to 11:15 p.m.; Saturday: 6:30 a.m. to 12 midnight; Sunday: 7:45 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... The Walker Co.
Membership .....NAB

Personnel

President.....Louis N. Howard
Station Manager.....Lester L. Gould
Merchandising Manager..Gorton T. H. Wilbur
Asst. Program Director.....Ray Cummins
Production Manager.....Louise Cox
Publicity Director.....Gort Wilbur
Chief Announcer.....Ed Cox
Musical Director.....Ed Cox
Chief Engineer.....Elmo Cronk
Record MC.....Ray Cummins

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WFTC

KINSTON—EST. 1937

ABC

Frequency: 1280 Kc.....Power: 250 Watts
Owned-Operated By.....Jonas Weiland
Address.....204 East King St.
Phone Number 4111
Transmitter Location.....204 East King St.
Time on the Air.....7 a.m. to 11:30 p.m.
News Service ..... AP
Transcription Service.....Lang-Worth, World
Representative..... Burn-Smith Company
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Jonas Weiland
Station Manager.....Herman Civils
Commercial Manager.....Alan C. Friedrich
Program Director.....Albert R. Lanphear
Chief Engineer.....Herman Civils

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WHNC

HENDERSON, N. C.—EST. 1945

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 890 Kc.....Power: 1000 w. d. only
Owned-Operated By....Henderson Radio Corp.
Address ..... 219 S. William St.
Phone Number 736-925
Transmitter Location ....U. S. 1, 2 miles north of Henderson
Time on the Air.....Daytime
News Service ..... AP
Transcription Service .... World, Lang-Worth, Cole, Keystone, NBC Thesaurus
Membership.....NAB, BMB

Personnel

President.....S. S. Stevenson
Vice-Pres. & Gen. Mgr.....Nathan Frank
Sales Promotion Manager.....Ted Austin
Program Director.....Ted Austin
Chief Engineer.....Lewis Hiland

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WLOE

LEAKSVILLE—EST. 1946

MUTUAL

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By....Douglas L. Craddock
Address.....Boulevard St.
Phone Number 701-2
Transmitter Location.....Boulevard St.
Time on the Air.....6 a.m. to 12 midnight; Sunday: 8 a.m. to 12 midnight
News Service.....AP
Transcription Service .....World
National Sales Office..Jos. Hershey McGillvra
Representative .....Douglas L. Craddock
Membership .....NAB

Personnel

Owner and Gen. Mgr....Douglas L. Craddock
Commercial Manager.....Dallas E. Gwynn
Program Director.....Kenneth Thomas
Publicity Director.....Kenneth Thomas
Musical Director .....Mamie Link
Chief Engineer.....Eldred Winn

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WJRI

LENOIR—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....John P. Rabb
Address.....Lenoir, N. C.
Phone Number.....860-M
Studio Address....Union National Bank Bldg.
Transmitter Location...1 mile W. of Lenoir on Highway 18
Time on the Air.....5 a.m. to 11:15 p.m.
News Service.....AP
Transcription Service .....All
Membership ..... NAB

Personnel

Owner and Gen. Mgr.....John P. Rabb
Commercial Manager.....Don Perkins
Program Director.....Arthur Foard
Production Manager.....K. Babb
Publicity Director.....Jack Perkins
Chief Announcer.....A. G. Foard, Jr.
Musical Director.....Katherine Rabb
Chief Engineer.....J. P. Rabb
Record MC.....Johnny Rabb

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WBUY

LEXINGTON—EST. 1946

KBS

Frequency: 1190 Kc.....Power 250 w. d. only
Owned By.....Davidson County Broad. Co.
Operated By.....Omar G. Hilton and Greeley N. Hilton
Address.....209 S. Main St.
Phone Number.....2716
Transmitter Location..Highway 23, 1 mile out on the road to Thomasville
Time on the Air.....Daytime
News Service.....AP
Transcription Service.....NBC Thesaurus, Keystone
National Sales Office.....Thomas F. Clark

Personnel

Owners....Omar G. Hilton, Greeley N. Hilton
General Manager.....Omar G. Hilton
Commercial Manager.....Greeley N. Hilton
Chief Announcer.....Frank Thomas
Musical Director.....Norman Walker
Chief Engineer.....Omar G. Hilton

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WTSB

LUMBERTON—EST. 1946

MUTUAL—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Robeson Broad. Corp.
Address.....112 West 5th St.
Phone Number.....1080
Transmitter Location.....Highway 301 West
Time on the Air.....6:30 a.m. to 11:15 p.m.
News Service.....AP
Transcription Service.....Standard
Representative .....Walker Co.
Membership .....NAB

Personnel

President.....Dr. E. L. Bowman
General Manager.....Paul Moyle
Sales Manager.....Eleanor French
Program Director.....Frank Elliott
Chief Engnieer.....W. F. Rogers

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WHIT

NEW BERN—EST. 1942

MBS—TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Coastal Broadcasting Co., Inc.
Address .....U. S. Highway No. 17, South
Phone Number.....4450
Transmitter Location...U. S. Highway No. 17
Time on the Air.....6:30 a.m. to 11:15 p.m.; Saturday: 5:30 a.m. to 12 midnight; Sunday: 8 a.m. to 11:30 p.m.
News Service ..... UP
Transcription Service .....Lang-Worth.
Representative ..... The Walker Co.
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....Louis N. Howard
Commercial Manager.....Richard B. Stark
Merchandising Manager....Richard B. Stark
Program Director.....Lew Lowry
Publicity Director.....Paul Parker
Chief Announcer.....Bill O'Connell
Traffic Manager.....Barbara Furbush
Chief Engineer.....David E. Hardison
Continuity Chief.....Jacquelyn Melton

•

WRAL

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1440 Kc.....Power: 250 Watts
Owned-Operated By....Capitol Broadcasting Co., Inc.
Address.....130 S. Salisbury Street
Phone Number. 6411
Transmitter Location....E. Davie St. Extension
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..... Weed & Co.
Membership.....NAB, BMB

Personnel

President.....A. J. Fletcher
General Manager.....Fred Fletcher
Commercial Manager.....Ray Reeve
Program Director....Howard W. Maschmeier
Production Manager.....Clifford Bair
Publicity Director.....Marjorie Ragan
Musical Director.....Clifford Bair
Traffic Manager.....Sarah Stevens

WPTF

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50000 Watts
Owned-Operated By.....WPTF Radio Co.
Address .....Insurance Bldg.
Phone Number 8311
Transmitter Location.....Cary, N. C.
Time on the Air..6 a.m. to midnite, Sun. 8 a.m. to midnight
News Service .....AP; UP
Transcription Services..NBC Thesaurus, World
Representative..... Free & Peters
Membership.....NAB, BMB

Personnel

President.....J. R. Weatherspoon
General Manager.....Richard H. Mason
Commercial Manager.....Ollie L. Carpenter
Merchandising Manager....R. W. Youngsteadt
Program Director.....Graham B. Poyner
Publicity Director.....R. W. Youngsteadt
Chief Engineer.....Henry Hulick, Jr.

WCBT

ROANOKE RAPIDS—EST. 1939

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Radio Station WCBT, Inc.
Address .....251 Roanoke Avenue
Phone Number R-855-1
Transmitter Location....10th Street Extension
Time on the Air.....7 a.m. to midnight; Sunday, 9 a.m. to midnight
News Service ..... UP
Transcription Services.....Keystone, World
National Representative.....Burn-Smith

Personnel

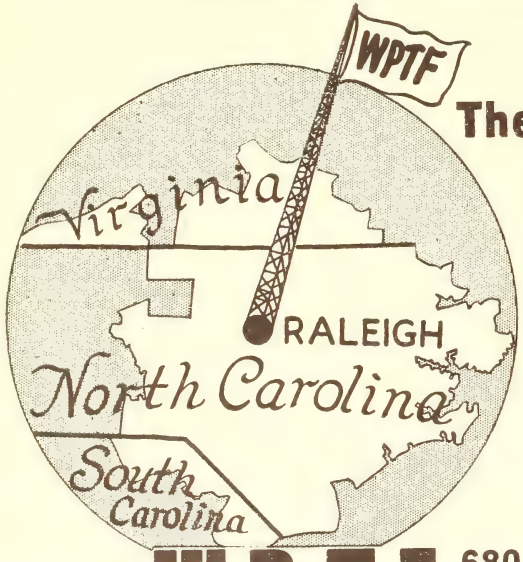
President-General Manager.....S. E. Crew
Station-Commercial Manager.....A. L. Drew
Production-Musical Director.Doyle Satterthwaite
Chief Engineer.....C. W. Mears

•

WAYN

ROCKINGHAM—EST. 1946

Frequency: 900 Kc.....Power: 1000 w. d. only



The Number 1 Salesman

In The South's

Number 1 State

WPTF 680 KC 50,000 WATTS NBC AFFILIATE

Raleigh, North Carolina



FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Owned-Operated By.....Wayne M. Nelson
Address.....Rockingham, N. C.
Phone Number.....611
Transmitter Location....Highway 74, between Rockingham & Hamlet
Time on the Air.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth, MacGregor, SESAC, Cole
Membership.....NAB

Personnel

Pres. and Gen. Mgr.....Wayne M. Nelson
Sales Manager.....John D. McIntyre
Program Director.....Vivian A. Yow
Chief Engineer.....C. E. Rhodes

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WEED

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Avera Wynne
Address.....Box 752
Phone Number.....Rocky Mount 1420
Transmitter Location.....Nashville Highway
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....World, Standard
Transcription Service.....World
Membership.....NAB, BMB

Personnel

Owner.....W. Avera Wynne
Gen. Manager.....W. Avera Wynne
Commercial Manager.....Jack L. Cummings
Sales Promotion Mgr.....Eunice Snipes
Program Director.....Tommy Snowden
Publicity Director.....Eunice Snipes
Chief Engineer.....Isaac G. Murphrey

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WSTP

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Piedmont Broadcasting Corp.
Address.....State Theatre Bldg.
Phone Number.....2121
Transmitter Location.....Grant's Creek
Time on the Air.....7 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith Co.
Membership.....NAB, BMB

Personnel

President.....Bryce P. Beard
General Manager.....Bryce P. Beard
Station Manager.....Russell McIntire
Commercial Manager....Katherine F. Murphy
Sales Promotion Mgr.....Katherine F. Murphy
Program Director.....Russell McIntire
Publicity Director.....Pat Beard
Chief Announcer.....Russell McIntire
Musical Director.....Rebecca Duffell
Chief Engineer.....Carl B. Watson
Record MC.....James Turner

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WWGP

SANFORD—EST. 1946

Frequency: 1050 Kc.....Power: 1000 w. d. only
Owned-Operated By..Lee Broadcasting Corp.
Address.....Marks Bldg.
Phone Number.....860
Transmitter Location.....Near Tramway
Time on the Air.....Daytime
News Service.....UP
Transcription Service.....World, Capitol

Personnel

Pres. and Gen. Mgr.....W. W. Primm
Commercial Manager.....L. O. Hutchins
Production Manager.....G. C. Primm
Program Director.....Gerald E. Bowman
Chief Engineer.....E. Q. Proctor

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WOHS

SHELBY—EST. 1946

MUTUAL

Frequency: 730 Kc.....Power: 250 w. d. only
Owned-Operated By.....Western Carolina Radio Corp.
Address.....P.O. Box 1401
Phone Number.....340
Transmitter Location.....Highway 74 West at City Line
Time on the Air.....Daytime
News Service.....AP
Transcription Service.....NBC Thesaurus
Membership.....NAB

Personnel

President.....Lee B. Weathers
General Manager.....Robert M. Wallace
Commercial Manager.....Milton Scarboro
Program Director.....Steve Woodson
Chief Announcer.....George Flowers
Chief Engineer.....Robert M. Wallace

WCPS

TARBORO—EST. 1946

Frequency: 760 Kc.....Power: 1000 w. d. only
Owned-Operated By....Coastal Plains Broadcasting Co., Inc.
Address .....Tarboro, N. C.
Phone Number.....643
Transmitter Location.....U. S. Highway 64, 2½ miles W. of Tarboro
Time on the Air.....Daytime
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....John C. Hanner
Membership ..... NAB

Personnel

Chief Executive.....John C. Hanner
Program Director.....Eric Field
Chief Announcer.....Eckles Walls
Chief Engineer.....John C. Hanner

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WRRF

WASHINGTON—EST. 1942

AMERICAN BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Tar Heel Broadcasting System, Inc.
Address.....Bank of Washington Bldg., W. Main St.
Phone Number 403
Transmitter Location..1 mile south on U. S. 17
Time on the Air.....6 a.m. to local sunset
News Service .....AP
Transcription Service.....NBC Thesaurus
National Representative.....Forjoe & Co.
Membership.....NAB, BMB

Personnel

President.....W. R. Roberson, Sr.
General Manager.....W. R. Roberson, Jr.
Commercial Manager.....T. H. Patterson
Program Director.....(Mrs.) Mary Winstead
Production Manager.....Merrill Daniels
Publicity Director.....Ben Roebuck
Chief Engineer.....George Martin
Record MC.....John Morgan

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WENC

WHITEVILLE—EST. 1946

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Whiteville Broadcasting Co., Inc.
Address..... Drawer 508
Phone Number.....Whiteville 120
Transmitter Location.....Whiteville, N. C.
Time on the Air.....Unlimited
Newspaper Affiliation.....News Reporter
News Service .....AP
Transcription Service....World, Texas Rangers
Representative.....Thomas F. Clark Co., Inc.
Membership ..... NAB

Personnel

General Manager.....William Holm
Commercial Manager.....William Edmunds
Program Director.....Truman Walrod
Chief Announcer.....Paul Wynn
Chief Engineer.....Truman Brock
Record MC.....Paul Wynn

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WGNI

WILMINGTON—EST. 1946

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....General Newspapers, Inc.
Address.....Wilmington, N. C.
Studio Address.....Radio Bldg.
Transmitter Location....Eagle Island at Cape Fear River Bridge
Time on the Air.....6:30 a.m. to 12 mid.
News Service.....AP
Representative....Jos. Hershey McGillvra, Inc.

Personnel

President .....Carmage Walls
General Manager.....James W. Stewart
Commercial Manager.....Foster Edwards
Chief Engineer.....Wm. P. Callahan

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WMFD

WILMINGTON—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned by .....WMFD
Operated by .....Richard Austin Dunlea
Business Address.....P. O. Box 696
Phone Number.....Dial 4840
Studio Addresses: Castle Hayne Road, Forest Hills
Transmitter Location.....Castle Hayne Road
Time on the Air.....7:30 a.m. to 11 p.m
News Service .....UP
Transcription Service ..... World
Representative .....Burn-Smith Company

Personnel

Owner-General Mgr.....B. A. Dunlea
Commercial Manager.....Claud O'Shields
Chief Engineer.....E. I. Herring

W G T M

WILSON—EST. 1937

MBS—TOBACCO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated by ..Penn Thomas Watson
Address.....R. P. Watson Co.
Phone Number.....3191
Transmitter Location....1 mile No. Wilson on U.S. 301
Time on the Air.....Unlimited
News Service ..... UP
Transcription Service.....Lang-Worth, World
Representative.....The Walker Co.
Membership ..... NAB

Personnel

Owner.....Penn Thomas Watson
General Manager.....Allen E. Wannamaker
Commercial Manager.....Robert R. Brunson
Program Director.....Richard H. Davis
Production Manager.....Clint Faris
Publicity Director.....Harry Severance
Chief Engineer.....W. H. Malone

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W A I R

WINSTON-SALEM—EST. 1937

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...WAIR Broadcasting Co.
Address ..... Pepper Bldg.
Phone Number 2-1133
Transmitter Location.....So. Stratford Rd. Ext.
Time on the Air.....8 a.m. to midnight
News Service .....AP
Transcription Service.....World Broad., Cole
Representative ..... The Walker Company
Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....George D. Walker
Commercial Mgr.....C. G. Hill
Sales Promotion Mgr.....Doris B. Brown
Program Director.....Doris Pardington
Publicity Director.....Doris B. Brown
Chief Announcer.....Gilbert Stamper
Musical Director.....Frances Denny
Chief Engineer.....Lee King
Record MC.....Larry Patrick

•

W S J S

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 600 Kc .....Power 5000 Watts
Owned-Operated By..Piedmont Publishing Co.
Address .....419-421 N. Spruce St.
Phone Number 4141
Transmitter Location....RFD No. 1 (Old Town)
Time on the Air.....5:30 a.m. to 12:30 a.m.; Sunday: 7:30 a.m. to 12:30 a.m.
Newspaper Affiliation: Winston-Salem Journal; Twin City Sentinel
News Service .....UP
Transcription Service...Standard, Lang-Worth, Cole
Representative .....Headley-Reed Co.
Membership .....NAB

Personnel

President.....Gordon Gray
Vice-Pres. and Managing Director .....Harold Essex
Sales Manager.....Harry B. Shaw
Promotion Manager.....Walter Blake
Program Director.....Robert C. Estes
Production Manager.....John Comnas
Publicity Director.....Walter Blake
Musical Director.....B. C. Dunford, Jr.
Chief Engineer.....Philip F. Hedrick
Record MC.....Stan Conrad

For the *best*

in news quality . . .

AP

SERVING NORTH DAKOTA STATE AND

FARGO - BISMARCK

WITH PROGRAMS BY

CBS *and* MBS

KSJB

Jamestown, North Dakota

600 on the dial

5000 watts day and night

PLUS BONUS COVERAGE OF
SOUTH DAKOTA AND NORTHWESTERN
MINNESOTA

KSJB

"Voice of North Dakota"

JAMESTOWN BROADCASTING COMPANY, INC.
JAMESTOWN, N. DAK.

NORTH DAKOTA

Estimated Population 569,416—Radio Homes 126,000
Stations in State 10

KFYR

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Broadcasting Company
Address .....320 Broadway
Phone Number 468
Transmitter Location .....Menoken, N. Dak.
Time on the Air.....6 a.m. to midnight; Sunday, 7 a.m. to midnight
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....John Blair & Company
Membership.....NAB, BMB

Personnel

President.....P. J. Meyer
General Manager.....P. J. Meyer
Station Manager.....F. E. Fitzsimonds
Commercial Manager.....Robert MacLeod
Program Director.....Cal Culver
Production Manager.....Robert Kyllingstad
Chief Engineer.....Ivar Nelson

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KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Address.....Devils Lake, N. D.
Phone Number 1090
Transmitter Location.....East end 4th Street
Time on the Air.....Unlimited
News Service.....UP
Transcription Service....World Broadcasting, SESAC
Representative
North Central Broadcasting System

Personnel

President, General and Station Manager.....Bert Wick
Chief Engineer.....Richard Moritz

●

(CALL LETTERS TO BE ASSIGNED)

DICKINSON*

Frequency: 1230 Kc.....Power: 250 Watts
Permittee.....Dickinson Radio Assn.

C.P. Pending

WDAY

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Address .....Black Building
Phone Number 5357
Transmitter Location.....4 miles W. of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation.....Fargo Forum
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
Representative .....Free & Peters
Membership.....NAB, BMB

Personnel

President & Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
Commercial Manager.....Tom Barnes
Merchandising Manager.....Paul Ebert
Program Manager.....Ken Kennedy
Production Manager.....Dave Henley
Publicity Director.....Paul Ebert
Announcer-Supervisor .....Howard Nelson
Musical Director.....Frank Scott
Technical Director.....Julius Hetland
Chief Engineer.....Juline Savold
News Editor.....Jim Baccus

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KFJM*

GRAND FORKS—EST. 1923

Frequency: 1440 Kc.....Power: 1000
Owned-Operated By.....University of North Dakota
Address..Woodworth Hall, University Campus
Phone Number 2800
Transmitter Location .....University Campus
Time on the Air.....3 p.m. to 5 p.m. daily

Personnel

President.....John C. West
Chair., Radio Committee..Donald J. Robertson
Station Manager and Program Director .....Charles E. Gustafson
Program Director.....Charles E. Gustafson
Publicity Director.....Dalton Nelson
Chief Announcer.....Harold Pollman
Chief Engineer.....Arnold Pietrich
Record MC.....Bill McGill

Non-Commercial Station

KILO

GRAND FORKS—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1440 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Dalton Le Masurier
Address.....First National Bank Building
Phone Number 1200
Transmitter Location.....University of North Dakota Campus
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Lewis H. Avery, Inc.
Membership ..... BMB

Personnel

Owner and General Mgr...Dalton LeMasurier
Sales-Commercial Mgr.....Elmer Hanson
Merchandising Manager.....Richard Charles
Program Director.....Dorothy Kirk
Chief Announcer.....Jack French
Chief Engineer.....Arnold Petrich

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KSJB

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jamestown Broadcasting Company, Inc.
Business Address.....Midland Building
Phone Number.....100
Transmitter Location.....Highway 281 South Jamestown
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service ..... Standard
Representative.....Adam J. Young, Jr., Inc.
Membership.....NAB, BMB

Personnel

President.....Donn D. Clayton
General Manager.....Lloyd R. Amoo
Commercial Manager.....Alfred G. Berry
Merchandising Manager.....Florence Putnam
Chief Engineer.....Lloyd R. Amoo
Record MC.....Alfred G. Berry

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KGCU

MANDAN—EST. 1928

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 250 Watts
Owned-Operated By..Mandan Radio Association, Inc.
Business Address ..... 200 3rd Ave., N.W.
Phone Number.....631
Transmitter Location..3 miles S.E. of Mandan on Highway 10
Time on the Air....6:30a.m. to 12 midnight
Transcription Service ..... Lang-Worth
Membership .....BMB

Personnel

President.....W. S. Russell
Gen. Mgr.-Station Mgr.....M. J. Reichert
Program Director ..... Mert Bushee
Chief Engineer.....Ray Barnett

•

KLPM

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Minot Broad. Co.
Address.....Fair Block
Phone Numbers.....1267 or 684
Studio Address ..... 118 S. Main St.
Transmitter Location.....3 miles E. of Minot on Highway 52
Time on the Air.....6 a.m. to midnight
News Service .....UP
Transcription Service.....World Broadcasting System, BMI
Representative .....The Walker Company
Membership ..... BMB

Personnel

President and Gen. Mgr.....John B. Cooley
Commercial Manager.....E. H. Cooley
Merchandising Manager.....Leslie E. Maupin
Program Director.....Gaylord McKinnon
Publicity Director.....Leslie E. Maupin
Chief Announcer.....Floyd Wynne
Chief Engineer.....C. W. Baker
Record MC.....Bill Manning

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KOVC

VALLEY CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KOVC, Inc.
Address .....312 Fifth Ave.
Phone Number 408-W
Transmitter Location.....S.W. edge of city
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service ..... UP
Representative.....The Walker Co.

Personnel

President and Gen. Mgr.....Robert E. Ingstad
Program Director.....George L. Brooks
Chief Engineer.....Charles Sjostrom

WAKR

TOWERS OVER AKRON



A B C Network

5000 WATTS • DAY & NIGHT

WEED & CO.

National Representatives



1350 CBS

WADC

Akron's Only Independent Station

AKRON, OHIO

BASIC COLUMBIA NETWORK • 5000 WATTS

ALLEN T. SIMMONS • OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.

OHIO

Estimated Population, 7,495,493—Radio Homes, 2,022,909
Stations in State—38

WADC

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business Address .....Box 830
Phone Number .....Meadowbrook 3211
Studio Address.....Tallmadge, Ohio; First Central Tower, Akron, Ohio
Transmitter Location..State Route No. 8, North of Akron
Time on the Air.....5:30 a.m. to 1:05 a.m.
News Service.....UP & Transradio
Transcription Service.....Standard Radio & Lang-Worth
Representative.....Geo. P. Hollingbery Co.

Personnel

Owner-Manager.....Allen T. Simmons
Assistant Manager.....Robert Wilson
Executive Secretary.....Dolores Buehrle
Commercial Manager.....Fred C. Bock
Merchandising Manager.....M. W. Alexander
Program Director.....Harold Hageman
Production Manager.....Secrest Williams
Promotion-Publicity Director..Secrest Williams
Musical Director.....Harold Hageman
Chief Engineer.....John L. Wildermuth

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WHKK

AKRON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Kc...Power: 1000 w., d. only
Owned-Operated By...United Broadcasting Co.
Address .....51 West State St.
Phone .....BL 7101
Transmitter Location.....Box 574, Route 7
Time on the Air.....6 a.m. to Pacific Coast sundown
Newspaper Affiliation..Cleveland Pain Dealer
News Service .....AP
Transcription Service.....World, Cole
Representative.....Paul H. Raymer Co.
Membership .....NAB, BMB

Personnel

Executive Vice-President.....H. K. Carpenter
Gen. Mgr.-Station Mgr.....R. W. Richmond
Commercial Manager.....Philip R. Herbert
Sales Promotion Manager...Christy J. Moyers
Chief Engineer.....James S. Hill
Record M.C.'s.....Jack Morrissey, Bruce Blake, Cliff Rodgers

WAKR

AKRON—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1590 Kc.....Power: 5000 watts
Owned-Operated By..Summit Radio Corporation
Address.....First Central Tower
Phone Number.....HEmlock 6151
Transmitter Location Swarts Road, RFD, South Akron
Time on the Air.....6:30 a.m. to 1 a.m.; Sundays, 6:55 a.m. to 1 a.m.
Newspaper Affiliation.....Beacon Journal Publishing Co.
News Service.....AP & UP
Transcription Service.....NBC Thesaurus, Associated, Capital
Representative .....Weed & Co.
Membership .....NAB

Personnel

President-Station Manager....S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Promotion Manager.....Gordon Gray
Program Director.....Robert S. French
Publicity Director.....Bert Charles
Musical Director-Record MC.....Alan Freed
Chief Engineer.....Irwin L. Knopp

(See Page 545)

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WICA

ASHTABULA—EST. 1937

Frequency: 970 Kc...Power: 1000 w., d. only
Owned-Operated By.....WICA, Inc.
Address.....221 Center St.
Phone Numbers 1211-1311
Studios.....221 Center St., Ashtabula; State
Transmitter Location..Ashtabula-Jefferson Rd.
Time on the Air.....6:30 to local sunset
Newspaper Affiliation..Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald
News Service .....UP
Transcription Service .....World
Representative.....The Walker Co.
Membership .....BMB

Personnel

Pres.-Gen. Mgr.....R. B. Rowley
Station Manager.....W. W. Walrath
Commercial Manager.....D. W. Fassett
Sales Promotion Manager.....D. W. Fassett
Publicity Director.....J. C. Strassen
Chief Engineer.....F. N. Bernato
Record M.C.'s.....Bob Forster, Tom Taylor, Penny Soet

WCMW

CANTON—EST. 1946

Frequency: 1060 Kc....Power: 1000 w., d. only
Owned-Operated By.....Stark Broadcasting Corp.
Address.....317 W. Tuscarawas St.
Phone Number.....Canton 8219
Transmitter Location.....Hills and Dales Rd., N.W.
Time on the Air...Local sunrise to local sunset
News Service .....INS
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.....Burn-Smith Co., Inc.

Personnel

President-Owner .....Merlin Schneider
Vice-President.....Royal G. Lister
Commercial Manager....Arnold F. Gebhart
Program Director.....Conrad Hardenstein
Chief Announcer.....William Karrenbaurer
Musical Director.....Paul Ringley
Chief Engineer.....Adam Opperman

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WHBC

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 5000 Watts
Owned By.....Brush-Moore Newspapers, Inc.
Operated By.....Ohio Broadcasting Co.
Address.....550 Market Avenue, South
Phone Number 7166
Transmitter Location.....3 miles So. of city
Time on the Air ..... 6:30 a.m. to 1 a.m.
Sundays: 8 a.m. to 1 a.m.
Newspaper Affiliation.....Canton Repository
News Service.....AP & UP
Transcription Service .....World
Representative.....William G. Rambeau Co.
Membership .....NAB, BMB

Personnel

President.....Roy D. Moore
Vice-Pres.-Gen. Mgr.....Joseph K. Vodrey
Director of Radio.....Eugene Carr
Station Manager.....Robert C. Fehlman
Commercial Manager.....Gervis S. Brady
Promotion Manager.....Julius Glass
Program Director.....Richard Neher
Production Manager.....Martin P. Alexander
Publicity Director.....Julius Glass
Musical Director.....Martin P. Alexander
Chief Engineer.....Kenneth L. Sliker
Record M.C.'s.....Jim Roberts, Martin Alexander, Danny Landau

WCKY

CINCINNATI—EST. 1929

Frequency: 1530 kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Address .....Hotel Gibson, 5th & Walnut Streets
Phone Number ..... Cherry 6585
Transmitter Location..near Crescent Springs, Ky.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP, INS
Transcription Service.....Standard Radio; World, Lang-Worth, Cole
Representative .....Free & Peters
Membership .....NAB

Personnel

Pres.-Gen. Mgr.....L. B. Wilson
Executive Vice-President...Kenneth W. Church
Local Sales Manager.....George Moore
Program Director.....Bill Dawes
Publicity Director.....John E. Murphy
Chief Engineer.....C. H. Topmiller
Record M.C.'s.....Bill Dawes, Nelson King, Randy Blake

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WCPO

CINCINNATI—EST. 1922

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By.....Scripps-Howard Radio, Inc.
Address.....3800 Carew Tower Bldg.
Phone Number.....MAin 3314
Transmitter Location..Daylight Building, 623 East 6th St.
Time on the Air.....24 hours daily
Newspaper Affiliation.....The Cincinnati Post
Scripps-Howard Newspapers
News Service..... UP
Transcription Service.....Standard Radio
Lang-Worth; Associated Music Publishers

Personnel

President.....Jack Howard
V.-P. & Gen. Mgr.....M. C. Watters
Ass't. Station Manager....John Patrick Smith
Commercial Manager.....Evelyn Eppinger
Sales Promotion Mgr.....John Patrick Smith
Program-Publicity Director-Production Manager .....Glenn Clark Miller
Chief Announcer.....Earl Corbett
Musical Director.....Eugene T. Hoctor
Chief Engineer.....Glen Davis

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WKRC

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....The Cincinnati Times-Star Co.

Address .....Hotel Alms
Phone Number .....Woodburn 0550
Transmitter Location .....Hotel Alms
Time on the Air.....5:30 a.m. to 2 a.m.; Sunday: 7 a.m. to 2 a.m.
News Service .....AP, UP
Transcription Service....Lang-Worth, Standard
Representative .....The Katz Agency
Membership .....NAB, BMB

Personnel

Managing Director.....Hulbert Taft, Jr.
Manager.....H. E. Fast
Sales or Commercial Manager..U. A. Latham
Sales Promotion & Merchandising Manager.....Joel W. Stovall
Program Director.....Lew Kent
Publicity Director.....Charlton Wallace
Chief Announcer.....Jeff Allen
Musical Director.....Bob Snyder
Chief Engineer.....George Wilson

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WLW

CINCINNATI—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
Owned-Operated By.....Crosley Broadcasting Corp.
Address.....Crosley Sq., 140 W. Ninth St.
Phone Number.....Cherry 1822
Transmitter Location.....Mason, Ohio
Time on the Air.....24 hours daily
News Service.....AP, INS, UP, Reuters
Representatives.....WLW Sales Offices, N. Y.; Chicago, Atlanta, Hollywood
Membership ..... NAB

Personnel

President.....James D. Shouse
Vice-Pres. & Gen. Mgr.....R. E. Dunville
V-P in Chg. of Sales.....Harry Mason Smith
Dir. of Prom. Activities.....M. N. Terry
Director of Sales Promotion..David E. Partridge
Program Director.....Eldon A. Park
Prod. Mgr. & Asst. Pro. Dir....Chester Herman
Publicity Director.....A. E. Scheffer
Dir. of Pub. Relations.....James Cassidy
Chief Announcer.....Chester Herman
General Manager of Music.....Milton Weiner
Chief Engineer.....R. J. Rockwell
Record M.C.....Sid Ten Eyck

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WSAI

CINCINNATI—ES. 1923

AMERICAN BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By....Buckeye Broadcasting Co.
Address ..... 115 E. Fourth St.
Phone Number.....Main 1068
Transmitter Location.....Daly Rd., Mt. Healthy
Time on the Air....19 hours, Mon.-Sat.; Sun., 17½ hours.
News Service.....AP & UP
Transcription Service.....NBC Thesaurus, Standard
Representative.....Avery & Knodel, Inc.
Membership .....NAB, BMB

Personnel

President .....Marshall Field
Gen. Mgr.-Station Mgr.....Robert M. Sampson
Asst. to Station Mgr.....E. K. Bauer
Merchandising Manager.....Louis C. Nelson
Program Director.....James Leonard
Production Manager.....Charles Black
Publicity Director.....Louis C. Nelson
Chief Announcer.....Fred Harper
Musical Director.....Bruce Scott
Chief Engineer.....William Symons

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WGAR

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Operated By.....The WGAR Broadcasting Company
Address ..... Hotel Statler
Phone Number .....Prospect 0200
Transmitter Location..Broadview & Atkins Rd., Brecksville, Ohio
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service....Lang-Worth, Standard
Representative....Edward Petry & Co., Inc.
Membership ..... NAB

Personnel

President.....George A. Richards
Asst. to President.....Harry Wismer
V. President & Gen. Mgr.....John F. Patt
Asst. Manager.....Carl E. George
Commercial Manager.....Harry Camp
Sales Promotion Manager.....Jack Roeder
Program Director.....David M. Baylor
Production Manager.....Reg Merridew
Publicity Director.....Manuel H. Eisner
Chief Announcer.....Reg Merridew
Musical Director.....Henry Pildner
Chief Engineer.....R. Morris Pierce
Record M.C.'s....Walt Henrich, Wayne Mack, Hal Morgan, Bill Mayer

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WHK

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By...United Broadcasting Co.
Address .....1311 Terminal Tower
Phone Number.....PRospect 5800

• • • OHIO • • •

Transmitter Location ....Seven Hills Village
Time on the Air.....6:30 a.m. to 1 a.m.
Newspaper Affili-tion.....Cleveland Plain Dealer
News Service.....AP, INS
Transcription Service..Lang-Worth, Associated, BMI
Representative .....Paul H. Raymer Co.
Membership .....NAB

Personnel

President.....Sterling E. Graham
Gen. Mgr.-Station Mgr.....K. K. Hackathorn
Commercial Manager.....Robert S. DeTchon
Sales Promotion Manager.....Sue Cornelius
Program Director.....C. M. Hunter
Production Manager.....Jacob Hines
Publicity Director.....Saul Glantz
Musical Director.....Willard Pott
Chief Engineer.....R. H. DeLany
Record M.C.....Fran Pettary

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WJW

CLEVELAND—EST. 1943

AMERICAN BROADCASTING CO.

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Address.....1375 Euclid Ave.
Phone Number .....SUperior 0101
Transmitter Location ....North Royalton, Ohio
Time on the Air.....6 a.m. to 1 a.m.
News Service.....UP, Transradio
Transcription Service .....Standard
Representative .....Headley-Reed Co.
Membership .....NAB

Personnel

President.....William M. O'Neil
National Sales Manager...Harold W. Waddell
Local Sales Manager.....W. J. Sylvester
Merchandising Manager.....Robert Manby
Program Director.....Charles V. Hunter
Production Manager.....Robert Ledyard
Publicity Director.....Robert Manby
Musical Director.....Donald Kaylor
Chief Engineer.....Gerald G. Roberts

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WTAM

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
Owned-Operated By....National Broadcasting Co.
Business Address ...815 Superior Ave., N.E.
Phone Number .....Cherry 0942
Transmitter Location .....Brecksville, Ohio
Time on the Air.....5:30 a.m. to 1 a.m.

CLEVELAND'S

Chief

STATION

• Calls your attention to the factors that have made it tops in daytime listening in the great Cleveland billionarea.



News Service.....UP, AP, INS
Transcription Service .....NBC Thesaurus; World
Representative.....NBC Spot Sales
Membership .....NAB, BMB

Personnel

President (NBC).....Niles Trammel
General Manager.....Vernon H. Pribble
Commercial Manager.....Harold L. Gallagher
Merchandising Manager.....Howard Barton
Program Director.....Harold Metzger
Production Manager.....Fred Wilson
Publicity Director.....Tommy Tarbox
Musical Director.....Walberg Brown
Chief Engineer.....Ed Leonard
Record M.C.....Frank Fredrich

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WSRS

CLEVELAND HEIGHTS—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Samuel R. Sague
Business Address.....Radio Center Bldg.
Phone Number..ERieview 2300 & SKyline 7184
Transmitter Location.....Marshall Motor Bldg.
Time on the Air.....6 a.m. to midnight
News Service .....AP
Transcription Service.....Thesaurus, World, Lang-Worth, Associated
Membership .....NAB

Personnel

General Manager.....Samuel R. Sague

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WBNS

COLUMBUS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By ..... Radiohio, Inc.
Address .....33 North High Street
Phone Number.....Adams 9265
Transmitter Location .....1035 Barnett Rd.
Time on the Air.....6 a.m. to 1:05 a.m. daily; Sunday: 8 a.m. to 1:05 a.m.
News Service.....AP, PA
Transcription Service.....Standard Radio, Thesaurus
Representative.....John Blair & Company
Membership .....NAB, BMB



Personnel

President.....Richard S. Wolfe
Station Manager.....Richard A. Borel
Sales Director.....W. I. Orr
Director, Program Promotion..Jerome R. Reeves
Program Director.....Geer Parkinson
Continuity Director.....Chester S. Long
Chief Announcer.....Russell Canter
Musical Director.....Paul Neal
Chief Engineer.....Lester H. Nafzger
Record M.C.....Irwin A. Johnson

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WCOL

COLUMBUS—EST. 1924

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Pixleys
Business Address.....33 North High St.
Phone Number .....Main 4581
Transmitter Location.....555 W. Goodale St.
Time on the Air ..... 6 a.m. to 1 a.m., Sundays 7:30 a.m. to 1 a.m.
News Service.....PA, INS
Transcription Service.....World; Lang-Worth
Representative ..... Headley-Reed Company
Membership .....NAB, BMB

Personnel

Owner & Chief Executive....Lloyd A. Pixley
Gen. Mgr.-Station Mgr.....Jack Kelly
Merchandising Manager.....Howard Donahoe
Production Manager.....Al. Albinger
Publicity Director.....Howard Donahoe
Chief Announcer.....George Arms
Musical Director.....Al. Albinger
Chief Engineer.....Leo DeConnick

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WHKC

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM
OHIO NETWORK

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By.....United Broadcasting Co.
Address .....22 East Gay St.
Phone Number ..... Adams 1101
Transmitter Location.....901 Obetz Road
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation .....Cleveland Plain Dealer
News Service ..... UP
Transcription Service.....Lang-Worth, Cole
National Sales Office.....Paul H. Raymer Co.
Representative.....H. H. Hoessly
Membership .....NAB, BMB

Personnel

President .....Sterling Graham
Gen. Mgr. & Vice President...Carl M. Everson
Station Manager.....Carl M. Everson
Commercial Manager.....Harry H. Hoessly
Merchandising Manager.....H. H. Hoessly
Program Director.....John B. Moses
Publicity Director.....Juanita Wilcox
Chief Announcer.....B. J. Sweeney
Musical Director.....Abram Ruvinsky
Chief Engineer.....William A. Minor
Record M.C.....Bernard J. Sweeney

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WOSU*

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By....Ohio State University
Business Address.....OSU Campus, Communication Lab.
Phone Numbers: University 3148; Extension 711-2
Studio Address .....Campus
Transmitter Location: University Golf Course, Worthington Road
Time on the Air.....Limited time, to sunset at Dallas, Texas
News Service.....UP, AP
Transcription Service.....NBC Thesaurus, Lang-Worth
Membership .....NAEB

Personnel

President.....Howard L. Bevis
Gen. Mgr.-Station Mgr.....Robert C. Higgy
Program Director.....William H. Ewing
Production Manager.....Edgar A. Sprague
Publicity Director.....Harold K. Schellenger
Chief Announcer.....Glenn Ellstrom
Musical Director.....Ann Charles
Chief Engineer.....Robert C. Higgy
Chief Operator.....Chas. H. Boehnker

Non-Commercial Station

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WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By..Miami Valley Broadcasting Corporation
Business Address.....45 South Ludlow Street
Phone Number .....ADams 2261
Transmitter Location.....R. R. No. 2
Time on the Air.....5:45 a.m. to 1:05 a.m.; Sunday: 8 a.m. to 12:05 a.m.
Newspaper Affiliations: Dayton Daily News;
News Service.....UP, INS, AP
Transcription Service..Standard Radio & World

Representative.....George P. Hollingbery Co.
Membership .....NAB, BMB

Personnel

President.....James M. Cox, Jr.
Gen. Mgr.-Station Mgr.....Robert H. Moody
Commercial Mgr.-Merchandising Manager.....Arthur H. Tomsett
Program Director.....Lester Spencer
Publicity Director.....Stanley G. Mouse
Chief Engineer.....Ernest L. Adams
Record M.C.....Bud Baldwin

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WING

DAYTON—EST. 1921

ABC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By..Great Trails Broadcasting Corporation
Address.....121 North Main Street
Phone Number.....ADams 3288-89-80

Transmitter Location.....E. David Rd.
Time on the Air.....24 hours daily
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative.....Weed & Company
Membership .....BMB

Personnel

President .....Charles Sawyer
General Manager.....J. P. Williams
Station Manager.....F. G. Dykstra
Merchandising Consultant..Mrs. Ruth Krouse
Program Director.....C. Ranny Daly
Engineering Consultant.....Paul Braden
Record M.C.....Gene Barry

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WFIN

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
Owned By.....Findlay Radio Company



"Jonathan Dayton" and "Miss Miami Valley" Welcome WHIO Advertisers into the Homes of Southwestern Ohio

WHIO delivers your sales message right into the homes of busy, prosperous Dayton and of the $100 million agricultural market of the Miami Valley. Since VJ Day, 70 plant expansions have been started in the Dayton area alone. Peace-time employment, which dipped with the abrupt end of the war, now far exceeds the war-time peak of 90,000! Tell this alert, expanding market about your products and services over WHIO, Dayton.

WHIO

5000 Watts Basic CBS
News: UP, INS, PA, and CBS' best shows
G. P. Hollingbery Company, Representatives
Harry E. Cummings, Southeastern Representative

WMRN

MARION, OHIO

Changes Statistics into Service And Service into Sales For You

BMB

Community service is a by-word to every staff member of Marion, Ohio's Friendly Neighbor Station WMRN. The results of such service are yours for better sales in a seven-county market area where buying power is estimated at more than $200,000,000 annually.

In this seven-county market you can get 200,000 listeners who know, like and stay tuned to news of their city, farm, church and school activities over the station they prefer. Their time is your time with WMRN.

WMRN serves its audience through all the seasons of the year. Your share of that audience can mean better sales in an already prosperous, ready-to-buy central Ohio market.



PHOTO BY DALE HUCHEN STUDIO



ROBERT T. MASON
president of
The Marion
Broadcasting Company



ROBERT MORRISON
assistant general
manager of Station
WMRN



WMRN was on hand when ex-Ohio Governor Lausche, Frank W. Colley, League President, and Baseball Commissioner Happy Chandler opened the Ohio State League Season in Marion.



MADGE COOPER
director of WMRN
women's program



Cooperation with civic and law and enforcement agencies is aided by WMRN. Here staff announcer Don Sherwood interviews state police officers during a "check-up" week in promotion of safer driving.

WMRN

MARION, OHIO

The Marion Broadcasting Company

REPRESENTED BY

BROADCAST SALES COMPANY
280 Madison Avenue
New York City

BROADCAST SALES COMPANY
360 N. Michigan Avenue
Chicago, Illinois



AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

Operated By.....Fred R. Hover
Business Address....500½ South Main Street
Phone Number.....Main 1330
Transmitter Location.....Williams Road
Time on the Air: 6:30 a.m. to local sunset; Sunday: 7 a.m. to local sunset
News Service .....INS
Transcription Service .....Lang-Worth; Standard Radio, Keystone, Cole
Representative.....Allan H. Miller
Membership .....NAB, BMB

Personnel

President-Owner and Chief Executive.....Fred R. Hover
Commercial Manager.....M. C. Clark
Sales Promotion Manager.....Dick Davis
Program Director.....Joanne Lewis
Chief Announcer.....Maurice M. Sayre
Musical Director.....Margaret Schwaberow
Chief Engineer.....Edgar C. Smith
Record M.C.....John C. Hutson

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WMOH

HAMILTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..The Fort Hamilton Broadcasting Co.
Address.....Second National Bank Bldg.
Phone 4663-4, 4345
Transmitter Location.....Middletown Pike
Time on the Air.....6 a.m. to 11 p.m.; Sun., 7 a.m. to 11 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus
Membership .....NAB, BMB

Personnel

Pres. & Mgr. Dir.....Herbert G. Pabst
Sales & Promotion Mgr.....Joseph E. True
Chief Engineer.....Andrew F. Bruck

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WLOK

LIMA—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The Fort Industry Co.
Address.....620 National Bank Bldg.
Phone 63411
Transmitter Location.....1424 Rice Ave.
Time on the Air....6 a.m. to midnight daily; 8 a.m. to midnight Sunday
News Service ..... AP
Transcription Service ..... Standard
Represenatives .....Headley Reed
Membership .....NAB, BMB

Personnel

President.....George B. Storer
General Manager.....Lee B. Wailes
Managing Director.....Ralph G. Elvin
Commercial Manager.....G. F. Zwahlen
Sales Promotion Manager.....R. G. Elvin
Chief Engineer.....Darrell Hunter

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WMAN

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Address.....140 Park Avenue West
Phone Numbers.....4235-6
Transmitter Location..Corner Longview Ave. and No. Main St.
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service ..... World
Representative ..... Broadcast Sales Co.
Membership .....NAB, BMB

Personnel

President.....Monroe F. Rubin
Gen. Mgr.-Station Mgr.....John M. O'Hara
Commercial Manager.....Carl C. Kindt
Program Director.....Harry Lytle
Musical Director.....James Minium
Chief Engineer.....William E. Morrison
Record M.C.....James Minium

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WMOA

MARIETTA

MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned and Operated By.....Marietta Broadcasting Co.
Address.....Williamstown, West Va.
Correspondence Address...Box 201, Marietta, Ohio
Transmitter Location...Williamstown West Va.
Time on Air.....Unlimited License
Representative.....The Branham Co.

Personnel

General Manager.....Mildred Chernoff
Resident Manager.....A. Archer

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WMRN

MARION—EST. 1940

ABC—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Marion Broadcasting Company
Address .....Box 518
Phone Number 3226-7
Transmitter Location.....North Main Street
Time on the Air.....17 hours daily
News Service .....UP
Transcription Service.....NBC Thesaurus
Membership .....NAB, BMB

Personnel

President-Station Manager.....Robert T. Mason
Broadcast Manager.....S. R. Morrison
Merchandising Manager.....Eric Paige
Publicity Director.....John Planic
Musical Director.....Margaret Hale Clark
Chief Engineer.....Francis J. Peters

WPAY

PORTSMOUTH—EST. 1935
COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....The Scioto Broadcasting Co.
Operated By....Brush-Moore Newspapers, Inc.
Address.....1009 Gallia St.
Phone Number.....1010
Transmitter Location.....1009 Gallia St.
Time on the Air.....Unlimited
Newspaper Affiliation.....Portsmouth Times
News Service.....AP & UP
Transcription Service.....Lang-Worth, BMI, Thesaurus
Representative.....William G. Rambeau Co.
Membership.....NAB, BMB

Personnel

President.....Roy D. Moore
Gen. Mgr.-Station Mgr.....Paul Wagner
Commercial Manager.....G. F. Boyd
Merchandising Manager.....Carl P. Bodner
Program Director.....Edward Sagraves
Publicity Director.....Carl P. Bodner
Chief Announcer.....Harold Sagraves
Musical Director.....Mrs. Dorothy Page
Chief Engineer.....M. L. Myers
Record M.C.....Graeme Zimmer

WIZE

SPRINGFIELD—EST. 1940
ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Voice of Springfield, Inc.
Address.....115 West High Street
Phone Number.....3-4955
Transmitter Location.....115-117 W. High St.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....Standard
Representative.....Weed & Co.
Membership.....BMB

Personnel

President.....Charles Sawyer
General Manager.....J. P. Williams
Station Manager.....Adna H. Karns



Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O

THE FRIENDLY GROUP

WPIT
PITTSBURGH, PA.
JACK MERDIAN, MGR.
INDEPENDENT

WSTV
STEUBENVILLE, O.
JOHN LAUX, MGR.
MUTUAL

WFPG
ATLANTIC CITY, N. J.
IRV TEETSELL, MGR.
ABC NETWORK

WKNY
KINGSTON, N. Y.
LOU STEKETEE, MGR.
MUTUAL

Merchandising Manager.....Adna H. Karns
Program Director.....Robert Terry
Production Manager.....Robert Christol
Publicity Director.....Paul Bussard
Musical Director.....Robert Christol
Chief Engineer.....Victor Bushong
Record M.C.....Wendall Brakefield

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W S T V

STEUBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Valley Broadcasting Company
Business Address...Exchange Realty Building
Phone Number 2-6265-66-67
Studio Address..Stubenville; East Liverpool, O.
Transmitter Location.....Altamont Heights
Time on the Air.....7 a.m. to 1 a.m.
News Service .....UP
Transcription Service ..... Thesaurus
Representative..Joseph Hershey McGillvra, Inc.
Membership .....BMB

Personnel

Gen. Mgr.-Station Mgr.....John J. Laux
Merchandising Manager....John L. Merdian
Production Manager-Asst. Publicity Director.....George H. Wilson
Publicity Director.....Harry M. Cochran
Chief Announcer.....George H. Wilson
Musical Director.....Thomas Arim
Chief Engineer.....Joseph M. Troesch
Record M.C.'s.....William Ewing
William Brabson

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W S P D

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By....The Fort Industry Co.
Address....Broadcast Building, 136 Huron St.
Phone Number.....ADams 3175
Transmitter Location.....RFD, Oregon Road, Rossford, Ohio
Time on the Air.....6 a.m. to 1 a.m.; Sunday: 7:45 a.m. to 1 a.m.
News Services.....AP, INS, UP
Transcription Service.....NBC Thesaurus, Lang-Worth, Standard
Representative.....The Katz Agency
Membership .....NAB, BMB

Personnel

President.....George B. Storer
Vice-Pres. & Treas.....J. H. Ryan
General Manager.....Lee B. Wailes
Station Manager.....E. Y. Flanigan

For the *best*

in women's news . . .

AP

Map of a Market not to be ignored



THREE QUARTERS OF A MILLION PEOPLE

This is the market covered by WTOL. Within a radius of 50 miles of Toledo is a population of more than three-quarters of a million — more than 200,000 homes where WTOL is recognized and known as "Toledo's Friendly Station."

Local merchants prefer WTOL — it gets results for them. Its audience represents responsive buying power!

WTOL "Toledo's Friendly Station"

National Representatives: Paul H. Raymer Co. *Basic ABC Affiliate*

Local Manager.....Westford F. Shannon
Merchandising Manager....O. William Myers
Program Director.....Glenn C. Jackson
Production Manager.....Robert B. Evans
Publicity Director.....O. William Myers
Chief Announcer.....Robert B. Evans
Musical Director.....Gene Williams
Chief Engineer.....Wm. M. Stringfellow
Record M.C.....Gene Williams

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WTOD

TOLEDO—EST. 1946

Frequency: 1560 Kc...Power: 1000 w., d. only
Owned-Operated By.....Unity Corp., Inc.
Address.....515 Madison Ave.
Phone Number.....Garfield 5551
Transmitter Location...Arlington & Byrne Rd.
Time on the Air..Local sunrise to local sunset
Newspaper Affiliation.....Dispatch Herald, Erie Sun
News Service .....AP
Transcription Service....Lang-Worth, SESAC, Associated
Representative.....The Walker Co.
Membership .....NAB

Personnel

President .....Edward Lamb
General Manager.....William Spencer
Merchandising Manager.....Rockwell Force
Program Director.....Howard Malcom
Publicity Director.....Rosalie Korman
Chief Announcer.....Jean Shepherd
Chief Engineer.....Robert Sowers
Record M.C.....Jean Shepherd

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WTOL

TOLEDO—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Community Broadcasting Company
Address .....Bell Building
Phone Number.....Adams 3291
Transmitter Location.....709 Madison Ave.
Time on the Air.....Unlimited license
News Service ..... UP & AP
Transcription Services .....Standard, World
Representative.....Paul H. Raymer Co.
Membership .....NAB, BMB

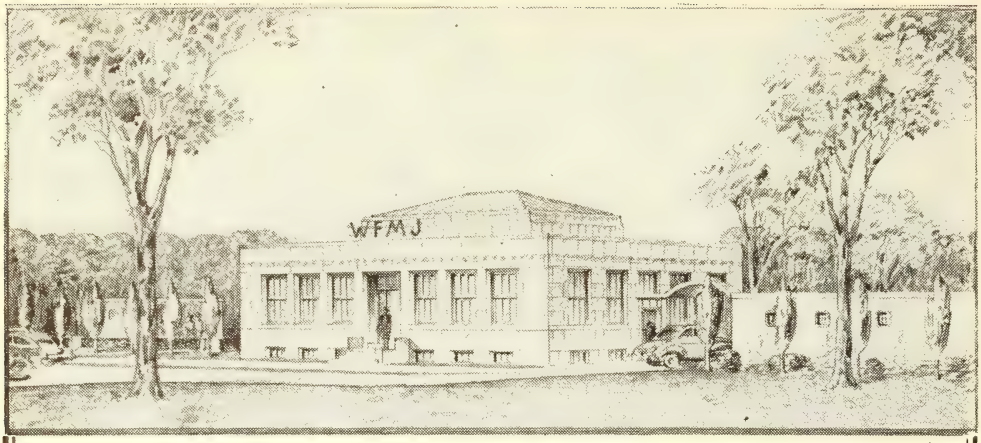
Personnel

President .....Frazier Reams
V P- Sales Commercial Mgr.....Arch Shawd
Program Mgr.-Production Mgr...Karl Nelson
Musical Director.....Dorothy Diller
Chief Engineer.....John Sheehan
Record M.C.....Ken Lawrence

For the *best* in

Washington news . . .

AP



WFMJ's transmitter building, to be erected this year

WFMJ has been granted 5,000 watts AM and 50,000 watts FM, which will make it one of the most powerful of all FM stations. Meanwhile WFMJ, as usual, offers complete coverage of the concentrated Youngstown market.

W F M J

ABC affiliate—News reports of Press Association, the United Press, and The Youngstown Vindicator

Headley Reed Company, *National Representatives*

WRRN

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nied & Stevens
Address.....108 Main St., Second National Bank Building
Phone Number 4490-1
Transmitter Location.....210 Main St.
Time on the Air.....6:45 a.m. to 12 midnight
News Service ..... UP
Transcription Service....Lang-Worth, SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NAB

Personnel

Owners.....Frank T. Nied & Perry H. Stevens
Station Manager.....Emerson J. Pryor
Commercial Manager.....Frank B. Cannon
Merchandising Manager.....Emerson J. Pryor
Program Director.....Richard G. Oram
Chief Engineer.....Robert V. Kinney

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WFMJ

YOUNGSTOWN—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..WFMJ Broadcasting Co.
Address.....101 W. Boardman St.
Phone Number 34121
Transmitter Location....101 W. Boardman St.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation..Youngstown Vindicator
News Service.....AP; UP
Transcription Services.....Thesaurus, Standard Radio
Representative.....Headley-Reed Company
Membership .....NAB, BMB

Personnel

Pres.-Gen. Mgr.....William F. Maag
National Sales Manager.....Phil Wood
Business Manager.....L. E. Nasman
Program Director.....Robert B. Mackall
Musical Director.....Ronald Richards
Chief Engineer.....Frank A. Dieringer
Record M.C.....Ted Connors

WKBN

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Broadcasting Corp.
Address.....17 N. Champion St.
Phone Number 4-2122
Transmitter Location.....3430 Sunset Blvd.
Time on the Air.....Fulltime
Newspaper Affiliation..Cleveland Plain Dealer
News Service .....UP
Transcription Services.... World; Lang-Worth
Representative.....Paul H. Raymer Co.
Membership .....NAB, BMB

Personnel

President and Gen. Mgr..W. P. Williamson, Jr.
Station-Commercial Manager.....J. L. Bowden
Chief Engineer.....B. T. Wilkins

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WHIZ

ZANESVILLE—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned By...Southeastern Ohio Broadcasters, Inc.
Operated By.....Fort Industry Company
Address .... North Fifth St., Lind Arcade Bldg.
Phone Number 6000
Transmitter Location.....Newark Road
Time on the Air.....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....John Blair & Company
Membership .....NAB, BMB

Personnel

President.....George B. Storer
General Manager.....Lee Wailes
Managing Director.....Allen Haid
Commercial Manager.....Robert Keans
Program Director.....Russ Gardner
Public Relations Director.....John Peart
Chief Announcer.....Lyle Lee
Chief Engineer.....Joe Atkinson

WKBN—"Very Personal" ⟶

Very Personal...





TO LISTENERS in one of the nation's top 25 industrial areas . . . to local and national advertisers . . . the call letters WKBN stand for personal contact.

To the Listener, they mean personal contact with constant fine entertainment . . . strong local and national news coverage . . . information on better products and services . . . extensive public service features. This contact is one of personal preference for more reasons than the quality and scope of programs. The listener has come to know WKBN as a friendly station and staff . . . vitally concerned with affairs of the area served. Twenty years of sincere and authoritative station conduct have demonstrated this to his satisfaction . . . and the WKBN-habit is welcomed as a personal part of his life and home.

To the Advertiser, WKBN means an opportunity for personal contact with a great family of radio listeners in a densely populated tri-state area. These call letters mean the one advertising medium that binds this vast purchasing power together. They represent unique market contact through a regional personality . . . a proved-power selling force . . . a friendly and profitable business relationship, based on WKBN's long-established reputation for utmost cooperation towards mutual objectives.

IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS YOU WOULD HAVE TO CHOOSE YOUNGSTOWN—WKBN

WKBN

Columbia Broadcasting System
YOUNGSTOWN · OHIO
5000 Watts · 570 K. C.
Represented by:
Paul H. Raymer Company

OKLAHOMA

Estimated Population, 2,147,292—Radio Homes, 464,658
Stations in State—24

K A D A

ADA—EST. 1934
AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....C. C. Morris
Address.....207 First Nat'l Bank Bldg.
Phone Number 1212
Transmitter Location .....North Broadway
Time on the Air.....6:30 a.m. to 11:05 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service .....AP
Transcription Service.....M. M. Cole
Representative.....Taylor Howe Snowden
Membership.....NAB, BMB

Personnel

Owner.....C. C. Morris
General Manager.....James M. Griffith
Commercial Manager.....Leroy Moses
Merchandising Manager.....Betty Hughes
Program Director.....Bill Hoover
Publicity Director.....Betty Hughes
Chief Engineer.....Harold Walker

•

K W H W*

ALTUS—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Altus Broadcasting Co.
Address .....Box 692
Studio Address.....Main & Commerce St.
Time on the Air.....Unlimited
Membership .....NAB

Personnel

President-Gen. Manager....Frank E. Wimberly
Commercial Manager.....Ruth Ferris

**Construction Permit*

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K V S O

ARDMORE—EST. 1935
AMERICAN BROADCASTING CO.
KBS—OKLAHOMA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Address .....Hotel Ardmore
Phone Number 3030
Transmitter Location.....Chickasaw & Northwest Blvd.
Time on the Air.....6:30 a.m. to 11:05 p.m.
Transcription Service.....SESAC; World; Standard
Newspaper Affiliation.....Daily Ardmoreite
News Service .....AP
Representative.....Taylor Howe Snowden
Membership .....NAB, BMB

Personnel

President.....John F. Easley
General & Sales Manager.....Albert Riesen
Commercial Manager.....Glen Pool
Program Director.....Dolly Dutton
Chief Announcer.....John E. Riesen
Chief Engineer.....John M. Molloy

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K W O N

BARTLESVILLE—EST. 1941
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Broadcasting Co.
Business Address..100 Union Natl. Bank Bldg.
Phone Number 1400
Transmitter Location.....U. S. Highway 75
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....AP
Transcription Service.....Standard
Membership .....NAB

Personnel

President-Gen. Manager.....J. Fred Case
Commercial Manager.....H. H. Heerman
Sales Promotion Manager.....John Collins
Chief Engineer.....W. G. Ownby

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K W C O

CHICKASHA—EST. 1946
MBS

Frequency: 1560 Kc.....Power: 250 Watts
Owned By Washita Valley Broadcasting Corp.
Operated By.....George C. Robinson, Jr. and James B. Quattlebaum
Address.....Chickasha, Okla.
Phone Number 2899
Transmitter Location..Approx. 2 miles W. of U. S. Highway 81
Time on the Air.....11½ hours daily
News Service.....AP
Transcription Service.....Standard Radio
Membership .....NAB

Personnel

President.....George C. Robinson, Jr.
General Manager.....James B. Quattlebaum
Commercial Manager.....Len Lyon
Chief Engineer.....George C. Robinson, Jr.
Record MC.....Jimmie Weldon

KASA

ELK CITY—EST. 1932

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc .....Power 100 Watts
Owned-Operated By..Southwestern Broadcasting Co.
Address.....204 N. Main St.
Phone Number..... 730
Transmitter Location.....204 N. Main St.
Time on the Air.....6 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service .....Standard
Membership.....NAB, BMB

Personnel

President-General Manager..Lonnie J. Preston
Program Director.....Evelyn Preston
Production Manager.....George Cowan
Publicity Director.....Mrs. Alice Howenstine
Chief Engineer.....George Fenter

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KCRC

ENID—EST. 1929

ABC
OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Enid Radiophone Co.
Address.....Broadway Tower
Phone Number 447
Transmitter Location...Willow & Kennedy Sts.
Time on the Air.....6 a.m. to 11 p.m.; Sunday: 7 a.m. to 11 p.m.
Newspaper Affiliation...Enid Morning News; Enid Daily Eagle
News Service .....AP
Transcription Service.....Standard; M. M. Cole
Representative ..... Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....Lucy M. Garber
General Manager.....Milton B. Garber
Commercial Manager.....H. P. Hale
Program Director.....Harold Moon
Publicity Director.....Hugh Finnerty
Chief Engineer.....Murray D. Coleman

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KSWO

LAWTON—EST. 1941

MUTUAL—KBS

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By
Oklahoma Quality Broadcasting Co.
Business Address ..... PO Box 699
Phone Number.....3413
Studio Address.....17th & E. Streets
Transmitter Location.....17th & E. Streets
Time on the Air.....Daytime license
News Service .....UP
Transcription Service.....World

Personnel

General Manager.....John W. Steele
Chief Engineer ..... W. E. Billington

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KTMC

McALESTER—EST. 1945

ABC—OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...McAlester Broadcasting Co.
Address.....Municipal Bldg.
Phone Number.....2411
Transmitter Location....One mile N. of studio
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
National Sales Office.....Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

Owners.....Clarence Wilson and Philip Jackson
Gen. and Station Manager....Clarence Wilson
Commercial Manager,
Merchandising Manager.....Philip Jackson
Publicity Director.....Lowell Clark
Chief Announcer.....Jim Wilson
Chief Engineer.....Glenn Barnett
Record MC.....Jim Wilson

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KBIX

MUSKOGEE—EST. 1936

ABC
OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:
Oklahoma Press Publishing Co.
Address.....910-913 Barnes Bldg.
Phone Number.....302-3
Transmitter Location.....Atop Barnes Building
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Muskogee Daily Phoenix & Times Democrat
News Service ..... AP
Representative ..... Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....Tams Bixby, Jr.
Station Manager.....Paul A. Bruner

Commercial Manager.....Paul A. Bruner
Merchandising Manager....Mary D. Robinson
Program Director.....Beverly Kobel
Publicity Director.....Mary D. Robinson
Chief Announcer.....Tom Davidson
Chief Engineer.....Bruce Dennis
Record MC.....Bob Castle

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WNAD*

NORMAN—EST. 1922

Frequency: 640 Kc. Power: 1000 Watts d. only
Owned-Operated By..University of Oklahoma
Business Address.....Faculty Exchange, Norman, Okla.
Phone Number.....900
Studio Address.....Union Tower, Univ. of Okla.
Transmitter Location..1140 South Jenkins Ave.
Time on the Air.....8 a.m. to local sunset
News Service.....AP
Transcription Service.....Standard
Membership.....NAEB

Personnel

General Manager.....John W. Dunn
Production Manager.....Coley Newman
Publicity Director.....Marjorie Janssen
Chief Announcer.....Maurice Ogden
Musical Director.....Jack Bowers
Chief Engineer.....Remy Perot

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KOCY

OKLAHOMA CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Plaza Court Broadcasting Co.
Address.....Plaza Court
Phone Number..... 3-4333
Transmitter Location.....Plaza Court
Time on the Air.....6 a.m. to 12 midnight.
News Service.....AP
Transcription Service.....Associated Music Publishers; Standard Radio; NBC Thesaurus
Representative.....The Walker Co.
Membership.....NAB; BMB

Personnel

President.....John D. Thomas
General Manager, Station Manager.....Matthew H. Bonebrake
Commercial and Merchandising Manager.....George Tarter
Chief Engineer.....George Brock

KOMA

OKLAHOMA CITY—EST. 1932

COLUMBIA BROADCASTING SYSTEM
REGIONAL NETWORK (KOMA-KWFT-KTUL)

Frequency: 1520 Kc.....Power: 5000 Watts (CP-50,000)
Owned-Operated By..... KOMA, Inc.
Address.....Box 983
Phone Number.....2-3291
Studio Address.....Biltmore Hotel
Transmitter Location.....Moore, Okla.
Time on the Air.....6 a.m. to 12:05 a.m.; Sunday: 7 a.m. to 12:05 a.m.
News Service..... UP
Transcription Service.....Capitol, Standard, Cole.
Representative..... Free & Peters
Membership.....NAB, BMB

Personnel

President.....John Griffin
General Manager.....Kenyon Brown
Commercial Manager.....J. J. Bernard
Director of Public Relations.....Bill Bryan
Production Manager and Supervisor of Program Personnel.....Allan Page
Musical Director.....Mickey Reynolds
Chief Engineer.....M. W. Thomas
Record MC.....Eddie Coontz

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KTOK

OKLAHOMA CITY—EST. 1927

AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KTOK, Inc.
Business Address.....2004 Apco Tower
Phone Number..... 3-8352
Transmitter Location.....1800 West Main
Time on the Air.....6 a.m. to midnight
News Service.....AP & UP
Transcription Service.....World; Lang-Worth
Representative.....Taylor-Howe Snowden
Membership.....NAB, BMB

Personnel

President.....O. L. Taylor
Gen. and Station Manager....Robert D. Enoch
Commercial Manager.....Frank J. Lynch
Program Director.....Harold Shreve
Publicity Director.....Phillip Kernan
Chief Announcer.....Lee Lemon
Musical Director.....Melba Cates
Chief Engineer.....Clifford Easum
Record MC.....Walter Colvin

W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc.....Power: 5000 Watts
Owned By.....Oklahoma Publishing Co.
Operated By.....WKY Radiophone Co.
Address.....Skirvin Tower Hotel
Phone Number..... 3-4306
Transmitter Location..6 mi. N. Okla. City, 1¼ mi. W. of Britton, Okla.
Time on the Air.....5 a.m. to 1 a.m.
Newspaper Affiliation.....Daily Oklahoman; Oklahoma City Times; The Farmer Stockman
News Service .....AP, UP
Representative .....The Katz Agency

Personnel

President.....E. K. Gaylord
Secretary-Treasurer.....Edgar T. Bell
General Manager.....P. A. Sugg
Promotion Mgr.-Publicity Director..Tom Rucker
Program Director .....Hoyt Andres
Chief Announcer .....Wakefield Holley
Musical Director .....Allan Clark
Chief Engineer .....Herman Lovell

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K H B G

OKMULGEE—EST. 1937

MUTUAL—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Okmulgee Broadcasting Corp.
Address .....McCulloch Bldg.
Phone Number 3646
Transmitter Location....20th & Okmulgee Sts.
Time on the Air ..... 6:45 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service..Lang-Worth; Keystone
Representative ..... Sears & Ayer
Membership .....NAB, BMB

Personnel

President & Gen'l. Mgr.....Pat Buford
Station Manager .....Pat Buford
Commercial Manager .....Lucille Buford
Merchandising Manager .....Lucille Buford
Program Director .....Nova Clarke
Chief Announcer .....Al Singleton
Chief Engineer .....Chester Ludwick

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W B B Z

PONCA CITY—EST. 1927

MUTUAL—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Adelaide Carroll
Address .....615 West Grand Avenue
Phone Number 3200
Transmitter Location.....615 Grand Avenue
Time on the Air.....7 a.m. to 11 p.m.
News Service .....AP

Personnel

Managing Director .....A. L. Carrell
Sales Manager.....L. C. McKenney
Program Director ..... Don Chadd
Chief Engineer ..... N. J. DeFrancesco

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K G F F

SHAWNEE—EST. 1930

AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By .....Stauffer Publications
Operated By....KGFF Broadcasting Co., Inc.
Address..... Aldridge Hotel
Phone Number 4390-1
Transmitter Location...Shawnee Country Club
Time on the Air.....6:30 a.m. to 12 midnight, Sunday 7:45 a.m. to 11:30 p.m.
Newspaper Affiliation....Stauffer Publications
News Service ..... AP
Transcription Service .....Lang-Worth
Representative.....Taylor Howe Snowden
Membership .....NAB, BMB

Personnel

President .....Oscar S. Stauffer
General Manager .....Maxine Eddy
Merchandising Manager.....Zaida Porter
Program Director .....Roy J. Bowman
Chief Announcer .....William A. Weaver
Chief Engineer .....Salvatore Ricciotti

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K S P I *

STILLWATER—EST. 1946

Frequency: 840 Kc...Power: 250 Watts d. only
Owned-Operated By..Stillwater Publishing Co.
Address .....117 W. 7th
Phone Number 311
Transmitter Location..2 Miles S. of Stillwater
Time on the Air.....Daytime
Newspaper Affiliation.....Stillwater Daily News-Press

Personnel

President .....C. R. Bellatti
Vice-President .....L. F. Bellatti
Program Director .....W. R. McKinsey

**Construction Permit*

KAKC

TULSA—EST. 1946

Frequency: 1570 Kc. Power: 1000 Watts d. only
Owned-Operated By .....Public Radio Corp.
Address..Avey's Tulsa Coliseum, 5th & Elgin
Phone Number.....4-0143
Transmitter Location.....21st & Yale Aves. (SE. of Tulsa)
Time on the Air..Local sunrise to local sunset
News Service .....AP
Membership .....NAB

Personnel

President.....Sam E. Avey
General Manager.....Glenn Condon
Commercial Manager.....James L. Neal
Chief Engineer.....Arnold M. Maupin
Record M. C.....Jack Evans

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KFMJ

TULSA—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d. only
Owned-Oper. By Fred Jones Broadcasting Co.
Address.....Alvin Hotel, 7 E. 7th
Phone Number 3-4236
Transmitter Location .....1st & Yale
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....World, Standard, SESAC, Imperial
Representative.....Donald Cooke, Inc.
Membership .....NAB

Personnel

President-Owner .....Fred Jones
General Manager .....Lawson Taylor
Commercial Manager .....Tom Johnson
Program Director.....Jack Hoffman
Chief Engineer .....Nate Wilcox

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KOME

TULSA—EST. 1938

ABC
MUTUAL BROADCASTING SYSTEM
OKLAHOMA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Oil Capital Sales Corp.
Address .....7 West 8th St.
Phone Number 3-4121
Transmitter Location.....3904 S. Newport
Time on the Air.....Unlimited
News Service ..... AP
Transcription Service...Standard & Lang-Worth
National Representative.Taylor-Howe-Snowden
Membership .....NAB

Personnel

President .....Harry Schwartz
General Manager .....H. E. Grimes
Merchandising Manager .....Betty Burdine
Program Director.....Dick Campbell
Chief Engineer .....Roy Brown

•

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Broadcasting Company, Inc.
Address.....Boulder on the Park
Phone Number 2-3191
Studio Address..National Bank of Tulsa Bldg.
Transmitter Location.....NE. of city
Time on the Air.....6 a.m. to 12 midnight
News Service ..... UP
Transcription Service...Thesaurus, Standard, Cole, Capitol.
Representative .....Free & Peters
Membership .....NAB, BMB

Personnel

President.....John Toole Griffin
General Manager .....John Esau
Commercial Manager.....L. A. Blust, Jr.
Merchandising Manager....George Ketcham
Program Director.....Karl Janssen
Production Manager.....Ed Neibling
Publicity Director .....Saidie Adwon
Chief Engineer .....Robert Snider

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KVOO

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc.....Power: 50000 Watts
Owned-Operated By..... Southwestern Sales Corporation
Address .....Philtower Bldg.
Phone Number 2-2254
Transmitter Location: 10 miles east of Tulsa on U. S. Highway No. 66
Time on the Air.....Unlimited
News Service .....INS, UP
Transcription Service.....Standard Radio; Lang-Worth
Representative.....Edward Petry & Co.
Membership .....NAB, BMB

Personnel

President .....P. Q. Proctor
Gen. Manager & Vice-Pres....William B. Way
Commercial Manager ..Gustav K. Brandborg
Merchandising Manager .....Bud Jackson
Program Director .....F. M. Randolph
Musical Director .....Joe O'Neill
Chief Engineer .....L. W. Stinson

WHEN EVEN NEWS WAS "NEW"

KGW LED IN SERVING THE PUBLIC





Complete news coverage has been the goal of KGW since the station broadcast its first news flash—the state primary election returns on May 19, 1922. For the next ten years KGW supplied news through bulletins and unscheduled news broadcasts. Early in 1932, KGW carried one scheduled daily news broadcast, and by the end of that year had three locally prepared and scheduled newscasts plus one network program.

On January 3, 1934 a KGW news bureau was opened and in 1935 KGW installed the first teletype used in a Portland radio station. KGW now utilizes the services of AP, UP and INS.

The growth of public interest in the use of radio as a source of news has led KGW to increase its scheduled daily newscasts during its 25 years of service until at present KGW broadcasts 46 local and 30 network news programs weekly.

KGW

620 ON YOUR DIAL

AFFILIATED WITH

25TH YEAR KGW

QUARTER CENTURY OF COMMUNITY SERVICE

Represented Nationally by Edward Petry and Co.

OREGON

Estimated Population, 1,305,988—Radio Homes, 401,486
Stations in State—29

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Willamette Broadcasting Company
Address.....15th and Elm Streets
Phone Number.....1234-5
Studio Address.....KWIL Bldg., Albany; Hotel Benton, Corvallis, Ore.
Transmitter Location.....Albany, Ore.
Time on the Air.....6:30 a.m. to midnight; Sundays, 7 a.m. to midnight
Newspaper Affiliation.....Albany Democrat Herald
News Service.....UP
Transcription Service....Standard Radio, Cole
Representatives..John Keating; Homer Griffith
Membership.....NAB, BMB

Personnel

President.....W. L. Jackson
Secretary-Treasurer.....R. R. Cronise
General Manager.....Chet Wheeler
Commercial Manager.....Hal Byer (Albany) Derwood Smith (Corvallis)
Merchandising Managers.....Bob Reinholdt, Warren Stoffer
Chief Engineer.....Herb Davidson

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KWIN

ASHLAND—EST. 1946

UNITED PACIFIC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Rogue Valley Broadcasting Co., Inc.
Address.....1160 Helman Rd.
Phone Number.....Ashland 2-1351
Transmitter Location.....1160 Helman Rd.
Time on the Air.....6:30 a.m. to 11 p.m.; Sunday: 8 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....World, Standard
Representative.....John Keating
Membership.....NAB

Personnel

President.....M. S. Hamaker
General Manager.....Roy R. Peck
Commercial Manager.....Ed Barnett
Sales Manager.....Jack Watson
Program Director.....Margaret Ritchie
Chief Engineer.....Floyd Rush

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Astoria Broadcasting Co.
Address.....Astoria, Ore.
Phone Number.....95
Studio Address.....9th & Commercial
Transmitter Location.....1006 Taylor Avenue
Time on the Air.....17½ hours daily
News Service.....AP
Transcription Service.....Standard Radio
Membership.....NAB, BMB

Personnel

General Manager.....L. E. Parsons
Merchandising Manager.....R. D. Holmes
Program Director.....Margie Christiansen
Production Manager.....Stan Church
Chief Engineer.....James Titus

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KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address.....1st and Court Streets
Phone Number.....140
Transmitter Location.....East "H" St.
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Representative..W. S. Grant Co., John Keating
Membership.....NAB, BMB

Personnel

Pres.-Chief Owner.....Marshall E. Cornett
Secretary-Treasurer.....Lee W. Jacobs
General Manager.....Lee W. Jacobs
Commercial Manager.....Ken Lockwood
Merchandising Manager.....Milton Levy
Chief Engineer.....Sidney Williams
Record MC.....Ken Holden

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KBND

BEND—EST. 1938

MUTUAL—KBS—DON LEE

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By.....Central Oregon Broadcasting Co.

Address.....1101 Wall St.
Phone Number.....848
Transmitter Location.....1101 Wall Street
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Homer Griffith Co.
Membership.....NAB, BMB

Personnel

President.....Frank H. Loggan
General Mgr.-Station Mgr.....Frank H. Loggan
Commercial Manager.....W. M. Barton
Program Dir.-Production Mgr...Kessler Cannon
Chief Announcer.....Kessler Cannon
Musical Director.....Roland McClure
Chief Engineer.....Robert Dickinson

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K O O S

COOS BAY—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Koos, Inc.
Address.....505 Hall Building
Phone Number.....432-3
Transmitter Location.....Hall Building
Time on the Air.....6 a.m. to 1 a.m.
News Service.....UP, AP
Newspaper Affiliation.....Coos Bay Times
Transcription Service.....World Broadcasting
Representative.....Homer Griffith Co.
Membership.....NAB, BMB

Personnel

President.....Sheldon F. Sackett
General Manager.....Fred F. Chitty
Station Manager.....Hal Shade
Commercial Manager.....Leonard Epling
Office Manager.....Lucy Johnson
Program Director.....Sara Spaugh
Chief Engineer.....Roger L. Spaugh

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K O A C *

CORVALLIS—EST. 1922

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned by.....State of Oregon
Operated By.....Oregon State System of Higher Education
Address.....Oregon State College
Phone Number.....526
Studio Address....Corvallis; Univ. of Oregon, Eugene
Transmitter Location.....Granger
Time on the Air....10 a.m. to 10 p.m. Monday through Saturday
News Service.....UP

Personnel

President.....Dean J. F. Cramer
Station Manager.....James M. Morris
Program Director.....James M. Morris
Production Director.....James S. Nelson
Chief Announcer.....J. Edwin Arnold
Musical Director.....Donald F. Whitman
Chief Engineer.....Grant S. Feikert

*Non-Commercial Station

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K O D L

THE DALLES—EST. 1940

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By.... Western Radio Corp.
Address.....The Dalles, Ore.
Phone Number.....2300
Transmitter Location.....The Dalles
Time on the Air.....15½ hours daily
Transcription Service.....C. P. MacGregor
News Service.....UP
Membership.....NAB

Personnel

President-General Mgr.....V. B. Kenworthy
Station Manager.....V. B. Kenworthy
Commercial Manager.....Alvin Anderson
Merchandising Manager....Richard Schuchard
Program Director.....Eunice LaSell
Chief Engineer.....George Ristola

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K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Eugene Broad. Station
Address.....Box 1032
Phone Number.....3
Transmitter Location.....South Willamette St.
Time on the Air.....6 a.m. to 1 a.m.
Sunday: 7 a.m. to 11 p.m.
News Service.....AP & UP
Transcription Service.....World
Representative.....Homer Griffith Co.
Membership.....NAB, BMB

Personnel

Owner.....Violet G. Motter
General Mgr.-Station Mgr.....L. W. Trommlitz
Commercial Manager.....Bruce Nidever
Publicity Director.....L. W. Trommlitz
Chief Engineer.....Harold Gander

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K U G N

EUGENE—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Valley Broadcasting Co.
Address.....P.O. Box 1400
Phone Number.....2800

Transmitter Location.....Coburg Rd.
Time on the Air.....5:30 a.m. to 12 midnight; Sunday: 7 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Thesaurus
Representative.....W. S. Grant Co.
Membership.....NAB

Personnel

Co-Partners.....C. H. Fisher & B. N. Phillips
General Manager.....S. W. McCready
Sales Manager.....Ted Hallock
Program Director.....Harvey Dagering
Publicity Director.....Ted Hallock
Chief Announcer.....Charles Bernard
Musical Director.....Ted Hallock
Chief Engineer.....John E. Boren
Record MC.....Austin Chaney

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K U I N

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Southern Oregon Broadcasting Co.
Business Address.....P. O. Box 148
Phone Number.....1100
Transmitter Location.....Grants Pass, Ore.
Newspaper Affiliation.....Grants Pass Courier
News Service.....AP
Time on the Air.....7 a.m. to 12 midnight
Transcription Services....World Broadcasting System, MacGregor
Representative.....W. S. Grant Co.
Membership.....NAB, BMB

Personnel

President.....Amos E. Voorhies
General Manager.....William B. Smullin
Station Manager.....Edward A. Malone
Commercial Manager.....Don Telford
Sales Manager.....Glenn E. Nickell
Continuity Director.....Mariano Guardino
Production Manager.....Al Horton
Office and Traffic Mgr.....Mae Dawson
Chief Announcer.....Donn Shearer
Program Director.....Nes Williams
Chief Engineer.....Edward A. Malone

•

K F J I

KLAMATH FALLS—EST. 1931

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned By.....KFJI Broadcasters
Operated By.....W. D. Miller
Address.....213 Main St.
Phone Number.....5155
Transmitter Location.....213 Main Street
Time on the Air.....6:30 a.m. to 12 midnight
Transcription Service.....World
News Service.....UP
Representative.....W. S. Grant Co.
Membership.....NAB

Personnel

President-General Mgr.....W. D. Miller
Station Manager.....Jack Keating
Merchandising Manager.....Dave Hoss
Publicity Director.....Dick Maguire
Musical Director.....Jack Ellison
Chief Engineer.....Wm. P. Grimes
Record MC.....Jack Ellison

•

K F L W

KLAMATH FALLS—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publishing Co.
Address.....Esplanade & Pine
Phone Number.....8115
Transmitter Location.....Esplanade & Pine
Newspaper Affiliation.....Herald-News
News Service.....AP
Transcription Service.....NBC Thesaurus
Time on the Air.....6:15 a.m. to 11 p.m.
Representative.....Homer Griffith Co.
Membership.....NAB, BMB

Personnel

President.....Frank Jenkins
General Manager.....Bud Chandler
Commercial Manager.....Max J. Frye
Program Dir.-Production Mgr.....Mel Baldwin
Chief Announcer.....Mel Baldwin
Chief Engineer.....Gilbert Walters
Record MC.....Chuck Cecil

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K L B M

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address.....Old Oregon Trail Highway
Phone Number.....220
Transmitter Location.....Old Oregon Trail Highway
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....Standard Radio; Keystone
Representative..W. S. Grant Co.; John Keating
Membership.....NAB, BMB

Personnel

President.....Marshall E. Cornett
Secretary-Treasurer.....Lee W. Jacobs

General Mgr.-Station Mgr.....John G. Jones
Commercial Manager.....Ken Lillard
Merchandising Manager.....Jack Hatmaker
Program Director.....Marjorie Pierce
Publicity Director.....Jack Hatmaker
Chief Announcer.....Ken Lillard
Chief Engineer.....Wallace Guthrie
Record MC.....Ken Lillard

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KMED

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Mrs. W. J. Virgin
Address.....Ross Lane
Phone Number.....4000
Studio Address.....Ross Lane
Transmitter Location.....Ross Lane
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus

Personnel

Commercial Manager.....Art Adler
Program Director.....Gladys LaMarr
Chief Engineer.....Dave Rees

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KYJC*

MEDFORD—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Medford Printing Co.
Address.....27 Grape St.
Phone Number.....2141
Transmitter Location.....Roof of MT Bldg.
Time on the Air.....Unlimited
Newspaper Affiliation...Medford Mail-Tribune

**Construction Permit.*

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KSRV

ONTARIO—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address.....Old Oregon Trail Highway
Phone Number.....212
Transmitter Location.....Old Oregon Trail Highway
Time on the Air.....6 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....World
Representative..W. S. Grant Co.; John Keating

Personnel

President.....Marshall E. Cornett
Secretary-Treasurer.....Lee W. Jacobs
General Manager.....Gordon L. Capps
Station Manager.....Gordon L. Capps
Commercial Manager.....John W. Powell
Merchandising Manager.....Ted Loud
Program Director.....Velma Morton
Publicity Director.....Ted Loud
Chief Announcer.....John Maxson
Chief Engineer.....Charles E. Harland
Record MC.....John W. Powell

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KWRC

PENDLETON—EST. 1941

NORTHWEST NETWORK
UNITED PACIFIC NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Western Radio Corp.
Address.....Box 178
Phone Number.....1425
Studio-Transmitter Location.....S. W. 6th St.
Time on the Air.....6:30 a.m. to 10:15 p.m.; Sundays: 10:30 a.m. to 9:15 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John Keating
Membership.....NAB, BMB

Personnel

President.....V. B. Kenworthy
General Manager.....V. B. Kenworthy
Station Manager.....Woodson Slater
Commercial Manager.....Woodson Slater
Assistant Sales Manager.....Ted A. Smith
Program Director.....Leon C. Osbeck
Production Manager.....Ted A. Smith
Publicity Director.....Doris Forsman
Chief Engineer.....James W. Leach
Record MC.....Leon C. Osbeck

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KALE

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM
DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
Owned By....The Oregon Journal-Newspaper
Operated By.....KALE, Inc.
Address.....919 Taylor St.
Phone Number.....Br. 3484
Transmitter Location.....Near Sylvan, Ore.
Time on the Air.....5:45 a.m. to 1 a.m.; Saturday: 6 a. m. to 6 p.m.; Sunday: 7 a.m. to 12 midnight

Newspaper Affiliation....The Oregon Journal
News Service.....AP & UP
Transcription Service.....Associated Music Publishers, Standard, MacGregor
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....P. L. Jackson
General Manager.....Chas. E. Couche
Commercial Manager.....Norman A. Davis
Publicity and Public Relations.....Kelmar K. LeMaster
Program Director.....Willis Ross
Production Mgr.-Publicity Dir.....Earl Gunn
Chief Announcer.....Lou Gillette
Musical Director.....Allan Uhles
Chief Engineer.....A. E. Richmond
Record MC's.....Willis Ross, Lou Gillette

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K B P S*

PORTLAND—EST. 1923

Frequency: 1450 Kc.....Power: 100 w. d. only
Owned-Operated By.....School District No. 1
Address.....Students of Benson Polytechnic School
Phone Number.....La 4195
Transmitter Location.....546 N.E. 12th Ave.
Time on the Air.....10:30 a.m. to 6:30 p.m.

Personnel

Chief Executive.....R. T. Stephens
Station Manager.....Mary Elizabeth Gilmore
Program Director.....Mary Elizabeth Gilmore
Chief Engineer.....Charles Weagant

**Non-Commercial Station*

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K E X

PORTLAND—EST. 1926

ABC

Frequency: 1190 Kc.....Power: 5,000 Watts (CP-50,000)
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Address.....1230 S.W. Main St.
Phone Number.....AT 6214
Transmitter Location...North Portland, Oregon (CP-Clackamas, Ore.)
Time on the Air.....6 a.m. to 1 a.m., Sundays, 7 a.m. to 1 a.m.
News Service.....INS; UP
Transcription Service.....World
Representative.....Paul H. Raymer Co.
Membership.....BMB

Personnel

Chief Executive.....W. C. Evans
General Manager.....Charles S. Young
Commercial Manager.....Eldon Campbell
Merchandising Manager....Douglas Billmeyer
Program Manager.....Melvin Bailey
Producers...Kenneth Finley, Price Burlingame
Musical Director.....George Bruns
Chief Engineer.....T. T. Ely
Record MC's....Barney Keep, Ray McPherson

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K G W

PORTLAND—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By ....The Oregonian Publishing Company
Address.....537 S.W. 6th Ave.
Phone Number.....Be 6364
Studio Address.....1011 S. W. 6th Ave.
Transmitter Location.....N. Portland, Ore.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....The Oregonian
News Service.....AP; INS; UP
Transcription Service.....Langworth; NBC Thesaurus, SESAC
Representative.....Edward Petry & Co., Inc.
Membership.....NAB, BMB

Personnel

President.....Caroline P. Leadbetter
General Manager.....M. J. Frey
Station Manager.....H. Quenton Cox
Commercial Manager.....J. N. Wassan
Public Relations Director.....Frank H. Coffin
Program Director.....Homer Welch
Production Manager.....Thomas J. Swafford
Publicity Director.....Robert H. Hancock
Chief Announcer.....Robert E. Thomlinson
Musical Director.....Abe Bercovitz
Chief Engineer.....Harold C. Singleton
Educational Director..Evelyn Sibley Lampman
Farm Program Director.....Wallace Kadderly

See Page 568

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K O I N

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....KOIN, Inc.
Business Address.....P. O. Box 1031
Phone Number.....Atwater 3333
Studio Address....New Heathman Hotel Bldg.
Transmitter Location.Sylvan near Canyon Road
Time on the Air.....6 a.m. to Midnight

News Services.....INS; UP; AP
Transcription Services.....World, Associated, Capitol
Representative .....Avery-Knodel, Inc.
Membership.....NAB, BMB

Personnel

Owner.....Field Enterprises, Inc.
General Manager.....Harry H. Buckendahl
Commercial Manager....Harry H. Buckendahl
Merchandising Manager.....Marc Bowman
Program Director .....Ted Cooke
Production Manager.....Bill Mears
Chief Announcer.....Duncan Macleod
Musical Director.....Owen Dunning
Chief Engineer.....L. S. Bookwalter

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K W J J

PORTLAND—EST. 1927

Frequency: 1040 Kc.....Power: 1000 Watts
Owned-Operated By.....KWJJ Broadcast Co., Inc.
Address.....1011 S. W. 6th Ave.
Phone Number.....Atwater 4393-4-5
Transmitter Location .....Oaks Park, Portland
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP, INS
Transcription Service...Standard Radio, Lang-Worth
Representative .....Burn-Smith Co.
Membership .....NAB

Personnel

President.....Wilbur J. Jerman
General Mgr.-Station Mgr.....John Egan
Commercial Manager.....Wilbur J. Jerman
Merchandising Manager.....Wilbur J. Jerman
Program Director.....Gerald E. Speerstra
Publicity Director.....L. D. Henderson
Chief Announcer.....Art Morey
Musical Director.....Leah Holt
Chief Engineer.....Frank Hood
Record MC.....Sammy Taylor

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K X L

PORTLAND—EST. 1926

Frequency: 750 Kc.....Power: 10000 w. d. only
Owned-Operated By.....KXL Broadcasters
Address .....Orpheum Building
Phone Number.....Broadway 6451
Transmitter Location.....Town of Harmony
Time on the Air.....6 a.m. to local sunset; Sunday: 10:05 a.m. to 2 p.m.
News Service ..... UP
Transcription Service: Lang-Worth; C. P. MacGregor; Standard Radio
Representative.....Pacific N.W. Broadcaster; Walker Co.
Membership.....NAB, BMB

Personnel

President.....Francis R. Symons
General Mgr.-Station Mgr.....H. S. Jacobson
Commercial Manager.....H. S. Jacobson
Program Director.....Fred Eichorn
Production Manager.....Jackson Fleming
Publicity Director.....Paul Robinson
Chief Announcer.....Harold Starr
Chief Engineer.....Ralph Mifflin

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(CALL LETTERS TO BE ASSIGNED)

PORTLAND*

Frequency: 800 Kc.....Power: 250 Watts
Permittee.....John W. Davis

**C.P. (Was pending)*

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K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..News-Review Company
Business Address.....136 N. Jackson St.
Phone Number 4
Transmitter Location.....136 N. Jackson St.
Time on the Air.....16 hours daily
Newspaper Affiliation..Roseburg News-Review
News Service .....AP
Transcription Service.....Standard Radio, Cole, SESAC
Representative.....John Keating, Howard H. Wilson Co.

Personnel

General-Station and Commercial Manager
Marshall H. Pengra
Sales Promotion-Merchandising Manager
Iris Rice Helliwell
Program-Publicity Director...Iris Rice Helliwell
Record m.c.....Del McKay
Chief Engineer.....E. LeRoy Hiatt

KSLM

SALEM—EST. 1934

MUTUAL—DON LEE—KBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....Senator Hotel Bldg.
Phone Number.....4831
Transmitter Location.....633 N. Front St.
Time on the Air.....19 hours daily
News Service.....UP and AP
Transcription Service.....Lang-Worth, World
Representatives.....Homer Griffith Co.; John Keating
Membership.....NAB, BMB

Personnel

President.....Glenn McCormick
General Manager.....Glenn McCormick
Commercial Manager....Robert M. Fischer, Jr.
Program Director.....Lucille Bushnell
Publicity Director.....Robert M. Fischer, Jr.
Chief Announcer.....Gordon Allen
Musical Director.....Glenda Lou
Chief Engineer.....Clyde Carlton
Record MC.....Jerry Webb

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KODL

THE DALLES—EST. 1946

KEYSTONE BROADCASTING SYSTEM

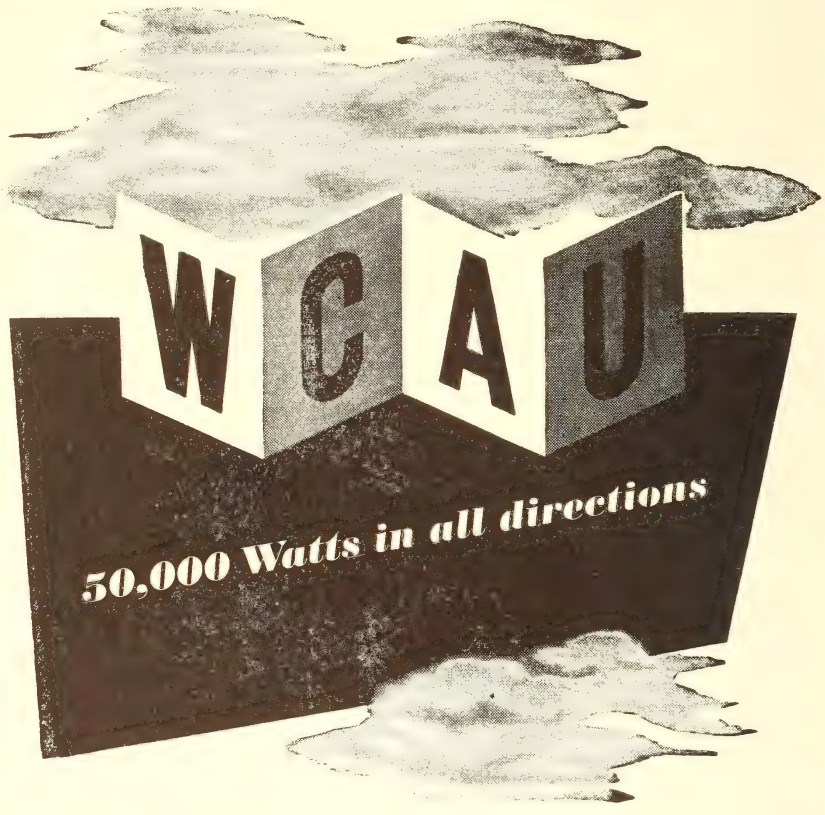
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Western Radio Corp.
Address.....Studio Drive
Time on the Air.....Full Time License
Transcription Service.....Keystone
Representatives....Homer Griffith (Hollywood) John Keating (Portland)

Personnel

President.....V. B. Kenworthy
Manager.....Glenn Howell

For the *best* in Sports News . . .

AP



CBS affiliate
Philadelphia's Leading Radio Institution

PENNSYLVANIA

Estimated Population, 10,176,212—Radio Homes, 2,524,729
Stations in State—65

WSAN

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Operated By.....Lehigh Valley Broadcasting Co.
Address.....39-41 N. Tenth St.
Phone Number.....9511
Transmitter Location.....Route 1
Time on the Air.....7 a.m. to 1 a.m., Sundays 8 a.m. to 1 a.m.
Newspaper Affiliation.....Call-Chronicle Publishing Co.
News Service.....AP, UP
Transcription Services.....World Broadcasting System
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....J. Calvin Shumberger
V-Pres. & Managing Dir..B. Bryan Musselman
Program Director.....George Y. Snyder
Production Manager.....William S. Davies
Technical Supervisor.....Reuel H. Musselman

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(CALL LETTERS TO BE ASSIGNED) ALLENTOWN*

Frequency: 1580 Kc.....Power: 1000 Watts
Applicant.....Allentown Broadcasting Co.

*C.P. (Was pending)

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WGPA

BETHLEHEM—EST. 1946

Frequency: 1100 Kc....Power: 250 w., d. only
Owned-Operated By.....The Bethlehems' Globe Publishing Co.
Address.....4th & Brodhead Sts.
Phone Number.....7-7571
Studio Address.....426 Brodhead St.
Transmitter Location.....8th Ave. & Dell St.
Time on the Air.....Local sunrise to local sunset
Newspaper Affiliation.....Bethlehem Globe-Times
Membership.....NAB

Personnel

Vice-Pres.-Gen. Mgr.....Rolland L. Adams
Station Manager.....Arthur C. McCracken

WFBG

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: The Gable Broadcasting Company (Lessee)
Address.....1318-32 11th Avenue
Phone Number.....6467
Transmitter Location.....1318-32 11th Ave., Altoona, Pa.
Time on the Air.....7:15 a.m. to midnight
News Service.....AP
Transcription Service.....World Broadcasting System; Langworth
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....George P. Gable
General Manager.....Roy F. Thompson
Commercial Manager.....Roy F. Thompson
Chief Engineer.....George R. Burgoon

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WISR

BUTLER—EST. 1941

VICTORY NETWORK—KBS

Frequency: 680 Kc....Power: 250 w., d. only
Owned By.....The Butler Broadcasting Co.
Operated By.....David H. Rosenblum
Address.....357 N. Main St.
Phone Numbers.....4-701-2
Transmitter Location.....McKinley Ave. Extension, Butler
Time on the Air.....6:30 a.m. to Sundown
News Service.....UP
Transcription Service....World Broadcasting
Representative.....Farjoe & Co.
Membership.....NAB, BMB

Personnel

Owner-Gen. Mgr.....David Rosenblum
Publicity Director.....Robert Kaufman
Musical Director.....Warren Edwards
Chief Engineer.....Paul Rex
Record M.C.'s....Warren Edwards, Gene Brys

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WCHA

CHAMBERSBURG—EST. 1946

Frequency: 800 Kc....Power: 1000 w., d. only
Owned-Operated By.....Chambersburg Broadcasting Co., Inc.

Address.....Craft Press Bldg.
Phone Number.....1110
Transmitter Location.....Warm Springs Rd., Franklin County
Time on the Air...Local sunrise to local sunset
News Service .....UP
Transcription Service .....Capitol
Representative.....Forjoe & Co.

Personnel

President.....C. M. Cassel
General Manager.....John S. Booth
Commercial Manager.....Thompson K. Cassel
Musical Director.....Earl Strine
Record M.C.'s.....Lee Case, Al Saunders

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WCED

DU BOIS—EST. 1939
COLUMBIA BROADCASTING SYSTEM
PENNSYLVANIA—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-County Broadcasting Co., Inc.
Address .....80 North Park Place
Phone Number 1700
Transmitter Location.....80 North Park Place
Time on the Air.....6:30 a.m. to 12:05 a.m.
Newspaper Affiliation .....DuBois Courier Express
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGilvra
Membership .....NAB, BMB

Personnel

President .....Col. H. T. Gray
General Manager.....Jason S. Gray
Station Manager.....Les Ryder
Promotion Manager.....Les Ryder
Program Director.....Virginia Wade
Chief Engineer .....Vernon Stahl
Record M.C.....Walter Morris

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WEST

EASTON—EST. 1936
NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON RADIO GROUP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Associated Broadcasters, Inc.



Address .....516 Northampton St.
Phone Number 6131
Transmitter Location.....Williams Township
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service ..... UP
Transcription Service ..... NBC Thesaurus
Representative.....Radio Advertising Co.
Membership .....NAB, BMB

Personnel

Station Executive.....Clair R. McCullough
Station Manager.....Elwood C. Anderson
National Sales Manager.....J. Robert Gulick
Program Manager .....Eugene Bethman
Technical Director .....J. E. Mathiot

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WERC

ERIE

NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Presque Isle Broadcasting Co.
Address .....121 West 10th St.
Phone Number 26-918
Transmitter Location..... 121 West 10th St.
Time on the Air.....6:45 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service.....Associated Music; Lang-Worth
Representative .....Weed & Co.

Personnel

President.....Jacob A. Young
General Manager.....Charles E. Denny
Sales Manager.....Frank R. Proudfoot
Program Director.....Virginia Donachy
Production Manager.....James Dewart
Chief Announcer.....Arthur Ingram
Chief Engineer.....L. W. Cooke, Jr.
Record M. C.....Clinton MacElroy

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WLEU

ERIE—EST. 1935

ABC-MUTUAL
PENNSYLVANIA NETWORK
WILLIAM PENN NETWORK
QUAKER NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WLEU Broadcasting Corporation
Address.....Commerce Building, 12th and State Streets
Phone Numbers.....23-327 or 22-128
Transmitter Location.....Commerce Bldg.
Time on the Air.....Unlimited
News Service.....AP
Transcription Service.....NBC Thesaurus

Personnel

President.....Leo J. Omelian
Gen. Mgr.-Station Mgr.-Sales Manager.....V. Hamilton Weir

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WHJB

GREENBURG—EST. 1934

Frequency: 620 Kc..Power: 250 Watts, Daytime
Owned-Operated By.....Pittsburgh Radio Supply House
Address.....Penn Albert Hotel
Phone Number ..... Greensburg 3740
Transmitter Location...Atop Penn Albert Hotel
Time on the Air.....7 a.m. to local sunset
News Service.....AP
Transcription Service.....Lang-Worth
National Sales Office....William G. Rambeau Co.
Membership .....NAB, BMB

Personnel

President.....H. J. Brennen
General Manager.....G. J. Podeyn
Chief Announcers.....Glenn Grayson, John Howard
Chief Engineer.....L. L. Allen

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WSAJ*

GROVE CITY—EST. 1920

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Grove City College
Address ..... Broad and Main Sts.
Phone Number 763
Studio Address.....Crawford Hall
Transmitter Location.....Hall of Science
Time on the Air.....4 hours per week

Personnel

President.....Dr. Weir C. Ketler
Program Director.....R. G. Walters
Musical Director.....Stanley J. Seiple
Chief Engineer.....Dale O. Smock

*Non-Commercial Station

WHGB

HARRISBURG—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Harrisburg Broadcasting Co.
Operated By ..... Herbert Kendrick
Address.....Blackstone Bldg., 112 Market St.
Phone Numbers.....2-3456 & 6-2646
Transmitter Location ..... Blackstone Bldg.
Time on the Air ..... 6 a.m. to 1 a.m., Sun., 7 a.m. to 1 a.m.
News Service ..... AP
Transcription Service ..... NBC Thesaurus
Representative ..... Weed & Co.
Membership.....NAB, BMB

Personnel

Partners.....Herbert Kendrick & G. L. Hash
General Manager.....Herbert Kendrick
Commercial Manager.....R. A. Maxwell
Program Director.....Jack Hooper
Publicity Director.....R. A. Maxwell
Chief Announcer.....Jack Hooper
Chief Engineer.....G. B. Buffington

WKBO

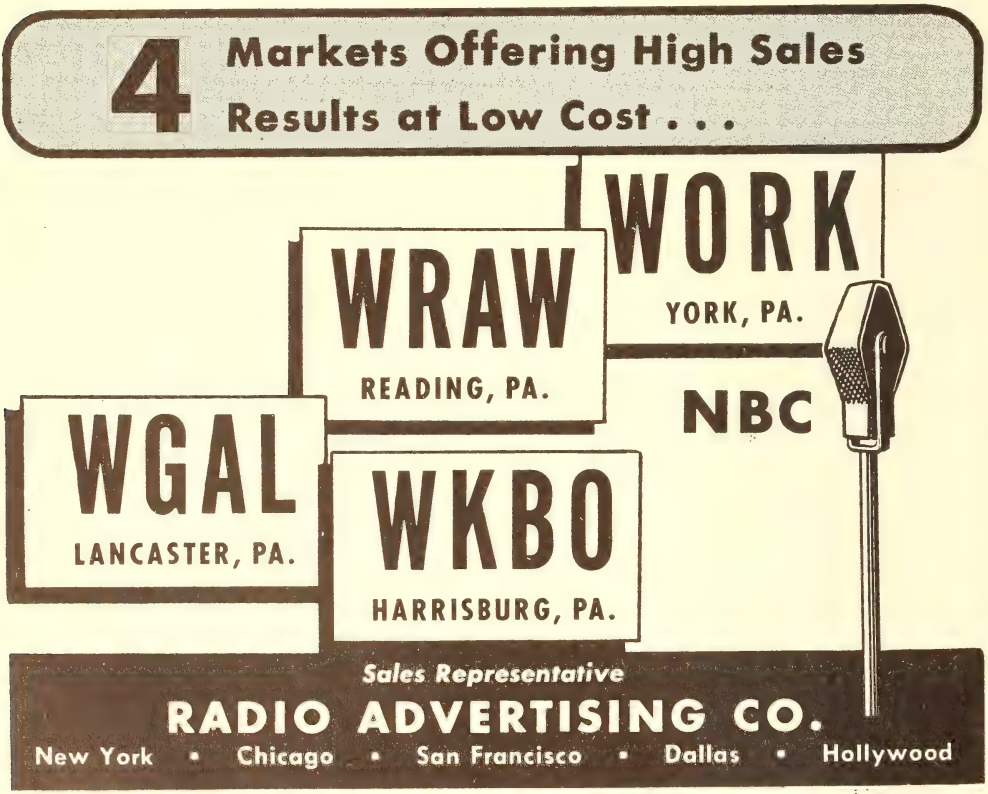
HARRISBURG—EST. 1921

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1230 Kc.....Power :250 Watts
Owned-Operated By....Keystone Broadcasting Corp.
Address .....31 North Second St.
Phone Number..... 4-0191
Transmitter Location.....Penn Harris Hotel
Time on the Air.....6:30 a.m. to 1 a.m.
News Service ..... UP
Transcription Service .....WBS
Representative.....Radio Advertising Co.
Membership.....NAB, BMB

Personnel

Chief Executive.....Clair McCullough
Station Manager.....C. G. Moss
National Sales Manager.....J. Robert Gulick
Program Director.....David Bennett, Jr.
Chief Engineer.....J. E. Mathiot



WAZL

HAZLETON—EST. 1932

NBC—MBS

Frequency: 1490 Kc.....Power: 250 Watts
ing Service, Inc.
Owned-Operated By.....Hazleton Broadcast-
Address....703 Hazleton National Bank Bldg.
Phone Numbers 1488-3788
Studio Address.....708 Hazleton National Bank Bldg.; Elks Bldg., Shenandoah; Berwick Store Studios, Berwick; Bright Studios, Lansford
Transmitter Location....708 Hazleton National Bank Bldg.
Time on the Air.....6:30 a.m. to 12:30 a.m.; Saturday: 6:30 a.m. to 1 a.m.; Sunday: 7 a.m. to 12:30 a.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative .....Radio Advertising Co.
Membership ..... BMB

Personnel

President.....Victor C. Diehm
Commercial Manager.....George Martin
Merchandising Manager....Kathryn E. Kahler
Program Director.....Don Murray
Production Manager.....Thomas Tito
Publicity Director.....Kathryn Kahler
Chief Announcer.....Don Murray
Musical Director.....John Stanziola
Chief Engineer.....Elwood Tito

WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....WHP, Inc.
Address ..... 216 Locust St.
Phone Number 4-3211
Transmitter Location.....Harrisburg-Hershey Highway (4 miles east of Harrisburg)
Time on the Air..6 a.m. to 1 a.m. daily; 8 a.m. to 1 a.m. Sunday
News Service.....UP & AP
Transcription Service....Standard, Associated
Representative .....John Blair & Company

Personnel

General Mgr.-Station Mgr.....A. K. Redmond
Merchandising Manager....Beatrice Potteiger
Program Director.....Dick Redmond
Chief Engineer.....E. Daniel Leibensperger



WHUN

HUNTINGDON—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Joseph F. Biddle Publishing Co.
Address.....400 Washington St.
Phone Number.....12
Transmitter Location....27th St. & Murray Ave.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.....The Daily News
News Service.....UP
Transcription Service.....Standard Radio

Personnel

President-General Mgr.....John H. Biddle
Station Manager.....Sam Stroh
Commercial Manager.....I. C. Mann
Merchandising Manager.....John H. Biddle
Program Director.....Cary Simpson
Chief Announcer.....Cary Simpson
Chief Engineer.....Douglas Beeman

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WDAD

INDIANA—EST. 1945

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Indiana Broadcast, Inc.
Address.....637 Philadelphia St.
Phone Number.....1780
Studio Address.....Indiana Theater Bldg.
Transmitter Location.....East Pike, Route 422
Time on the Air.....6:58 a.m. to 12 midnight
News Service.....AP
Transcription Service....Standard, M. M. Cole
Membership.....NAB

Personnel

Owner-General Mgr.....Paul J. Short
Merchandising Manager.....Paul S. Flinn
Program Director.....Paul S. Flinn
Chief Announcer.....Paul S. Flinn
Musical Director.....S. Turner Jones
Chief Engineer.....Henry Niederkofler

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WARD

JOHNSTOWN—EST. 1946

COLUMBIA BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Central Broadcasting Co., Inc.
Address.....Porch Bldg.
Phone Number.....81-216
Transmitter Location.....Prospect Hill
Time on the Air.....7 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Weed & Co.
Membership.....NAB

Personnel

President.....Paul Short
Vice-Pres.-General Mgr.....Geo. D. Gartland
Station Mgr.-Commercial Mgr...Chas. R. Petrie
Merchandising Manager.....Chas. R. Petrie
Program Director.....Robt. G. Walter
Chief Announcer.....Robt. Laurence
Chief Engineer.....Walter Murawsky

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WJAC

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Incorporated
Address.....Tribune Annex
Phone Number.....24-361
Transmitter Location.....Tribune Building
Time on the Air.....7 a.m. to 12:05 a.m.
Newspaper Affiliation.....Johnstown Tribune
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Headley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
Commercial-Promotion Manager...J. P. Foster
Program-Production.....Campbell E. Patch
Chief Engineer.....Nevin Straub

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WCRO

JOHNSTOWN—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Century Broadcasting Corp.
Business Address.....317-319 Main St.
Phone Number.....75-255
Time on the Air.....7 a.m. to 12:05 a.m.
News Service.....INS
Transcription Service.....Associated
Representative.....Adam J. Young, Jr.
Membership.....NAB

Personnel

President.....John J. Keel
Secretary-Treasurer.....Lloyd W. Dennis, Jr.
Station Manager.....Lloyd D. Dennis, Jr.
Vice-President.....Henry Gladstone
Sales Manager.....Hal Acker
Program Director.....John Wesley
Publicity Director.....Hal Acker
Chief Engineer.....H. Stohl

WLAN

LANCASTER—EST. 1946

Frequency: 1320 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Peoples Broad. Co.
Address.....252 No. Queen St.
Phone Number.....7261
Transmitter Location.....Gypsy Hill Rd.
Time on the Air..Local sunrise to local sunset
News Service.....AP
Transcription Service.....Lang-Worth, World
Representative.....Forjoe & Co.
Membership.....NAB

Personnel

President.....F. H. Altdoerffer
Station Manager.....Earl R. Shappell
Chief Announcer.....Robert C. Harnish
Musical Director.....Robert Q. Stetler
Chief Engineer.....Willis N. Weaver

WGAL

LANCASTER—EST. 1922

NBC—MBS
MASON-DIXON GROUP

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business Address.....8 West King St.
Phone Number.....5259
Transmitter Location.....8 West King St.
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus, Standard
Representative.....Radio Advertising Co.
Membership.....NAB, BMB

Personnel

Chief Executive.....Clair R. McCollough
Station Manager.....Walter O. Miller
National Sales Mgr.....J. Robert Gulick
Program Director.....Ernest Stanziola
Chief Engineer.....J. E. Mathiot



WLBR

LEBANON—EST. 1946

Frequency: 1270 Kc.....Power: 1000 w. d. only
Owned-Operated By....Lebanon Broadcasting Co., Inc.
Address .....Central Bldg.
Phone Number.....Lebanon 3900
Studio Address.....Central Bldg.
Transmitter Location....Hill Church, Annville Township, 3 miles W. of Lebanon
Time on the Air..Local sunrise to local sunset
News Service.....AP
Transcription Service.....World
Representative.....Radio Advertising Co.
Membership .....NAB

Personnel

President.....H. Raymond Stadiem
Secretary-Treasurer.....Lester P. Etter
Station Manager.....Julian F. Skinnell
Commercial Manager.....Philip J. Reilly
Program Director.....Julian F. Skinnell
Publicity Director.....Chet E. Hagan
Chief Announcer.....Alan Blaine
Chief Engineer.....M. Leonard Savage

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WMRF

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Lewistown Broadcasting Co.
Business Address ..... Monument Square
Phone Number 757
Studio Address .....Hotel Coleman
Transmitter Location.....Lewistown Heights
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service .....Lang-Worth
News Service ..... UP
Representative .....Burn-Smith Co.

Personnel

General Manager.....Thomas W. Metzger
Commercial Manager.....Thomas W. Metzger
Program Director.....Ralph Parker
Publicity Director.....James E. Moren
Chief Engineer.....Bernard H. Bopp

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WBPZ

LOCK HAVEN—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lock Haven Broadcasting Corp.
Address.....132½ E. Main St.
Phone Number 4038
Transmitter Location.....Allison Township
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB

Personnel

President.....Don M. Welsh
General Manager.....Paul M. Breining
Commercial Manager.Norman S. Caldwell 2nd

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WEDO

McKEESPORT—EST. 1946

VICTORY

Frequency: 810 Kc....Power: 1000 w., d. only
Owned-Operated By....Tri-City Broadcasting Co.
Address.....547 Fifth Ave.
Phone Number 7167
Transmitter Location.....Foster Rd., Versailles Township, Allegheny County
Time on the Air....6:30 a.m. to local sunset
News Service .....AP
Transcription Service....Associated, Capitol, World, MacGregor, NBC Thesaurus, Lang-Worth
Representative.....Joseph Hershey McGillvra, Inc.
Membership .....NAB, BMB

Personnel

President.....E. J. Hirshberg
General Manager.....Jan King
Commercial Manager.....Warren Wright
Sales Promotion Manager....John E. Karabin
Program Director.....William Chambers
Publicity Director.....John E. Karabin
Chief Announcer.....Bob McKenna
Musical Director.....Otto Krenn
Chief Engineer.....Wilkes Hurley
Record M.C.'s.....Howard Jackson, Ed Patrick

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WKST

NEW CASTLE—EST. 1938

MUTUAL BROADCASTING SYSTEM
VICTORY NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Address.....Cathedral Idg., E. Lincoln Ave.
Phone Number 5050
Studio Address...Cathedral Bldg., New Castle
Transmitter Location.....3½ miles S.E. of Newcastle
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NC Thesaurus
Representative ..... Weed & Co.
Membership .....NAB, BMB

Personnel

Pres.-Gen. Mgr.....S. W. Townsend
Station Manager.....Arthur W. Graham
Commercial Manager.....A. W. Graham
Merchandising Manager.....Al Francis
Program Director.....A. W. Graham
Production Manager.....Charles Wilson
Publicity Director.....Al Francis
Chief Engineer.....Robert Emch
Record M.C.....Charles Wilson

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WKPA

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By..... Allegheny-Kiski Broadcasting Co.
Address.....810 Fifth Avenue
Phone Number.....New Kensington 3534
Transmitter Location..... Glassmere, Pa.
Time on the Air.....7 a.m. to local sunset
News Service.....UP
Transcription Service.....C. P. MacGregor
Representative.....Cox & Tanz

Personnel

Gen. and Station Mgr. .... Edward J. Kroen
Chief Engineer ..... W. W. Neeley

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WNAR

NORRISTOWN—EST. 1946

Frequency: 1110 Kc.....Power: 500 w. d. only
Owned-Operated By....Rahall Broad. Co., Inc.
Address.....115 W. Main St.
Phone Number.....7600
Transmitter Location.....Old Arch Rd.
Time on the Air.....Daytime
News Service.....UP
Transcription Service....Lang-Worth, Standard
Representative.....Forjoe & Co.
Membership ..... NAB

Personnel

President.....N. Joe Rahall
Executive Director.....Farris E. Rahall
Technical Director.....George E. Brewer
Commercial Manager.....Farris E. Rahall
Program Director.....Edwin W. Tucker
Production Manager.....Hal Berg
Publicity Director.....Nicholas Basso
Chief Announcer.....Hal Berg
Musical Director.....Larry Molinaro
Chief Engineer.....John Thomas
Record MC.....Larry Molinaro

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WKRZ

OIL CITY—EST. 1946

MUTUAL—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Kenneth Edward Rennekamp
Address.....Veach Bldg.
Phone Number.....41-269
Transmitter Location.....Veach Bldg.
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World, Keystone
Representative....Jos. Hershey McGillvra, Inc.

Personnel

Owner.....K. E. Rennekamp
Station Manager.....R. E. Shettler
Commercial Manager.....C. D. South
Program Director.....Ted Finnacy
Chief Announcer.....Gene DeSemone
Musical Director.....Madora Henry
Chief Engineer.....Bob Welsh

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(CALL LETTERS TO BE ASSIGNED) PHILADELPHIA*

Frequency: 1530 Kc.....Power: 1000 Watts
Applicant.....Patrick Joseph Stanton

*C.P. (*Was pending*)

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KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Address.....1619 Walnut Street
Phone Number.....LOcust 7-3760
Transmitter Location.....Whitemarsh, Pa.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....UP, AP
Transcription Service ..... Standard Radio
Representative.....NBC Spot Sales
Membership ..... BMB

Personnel

WESTINGHOUSE RADIO STATIONS, INC.

Chairman.....A. W. Robertson
President.....Gwilym A. Price
Vice-President .....Walter Evans
Engineering Manager.....Dwight A. Myer
Sales Manager.....B. A. McDonald
Advertising Manager.....W. B. McGill
Manager Public Relations.....C. M. Meehan
Program Supervisor.....Gordon Hawkins

KYW PERSONNEL

General and Station Mgr.....Leslie W. Joy
Commercial Manager.....Harvey McCall, Jr.
Sales Promotion Manager..Arthur C. Schofield
Program Director.....James P. Begley
Publicity Director.....John P. Meagher
Musical Director.....Clarence Fuhrman
Chief Engineer.....Irvin N. Eney



WFIL is an integral part of the Philadelphia community. WFIL knows and understands the people to whose service it is devoted. In its unflagging service to the community lies the potent appeal of WFIL to the people of Philadelphia.

Advertisers have learned that WFIL has always attracted the ears and attention of the great Philadelphia Metropolitan area. They have learned, too, that WFIL's planned program of promotion wins more listeners for their programs, and that WFIL's merchandising helps convert listeners into buyers.

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

560 *First*
ON YOUR DIAL
•
AN ABC AFFILIATE

WFIL

The Philadelphia Inquirer Station

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
Owned By.....Philadelphia Record Co.
Operated By.....WCAU Broad. Div. of the Philadelphia Record Co.
Address.....1622 Chestnut Street
Phone Number.....Locust 7-7700
Transmitter Location...Moorestown Township, New Jersey
Time on the Air.....5:25 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service.....AP, UP
Transcription Service ....World Broadcasting
Representative .....Bertha Bannan, Paul H. Raymer Co.
Membership ..... BMB

Personnel

General Manager.....Dr. Leon Levy
Asst. General Manager.....Joseph L. Tinney
Commercial Manager.....Alex Rosenman
Station Promotion Mgr.....Robert N. Pryor
Program Director.....Joseph T. Connolly
Production Managers.....Horace Feyhl, Harry McIlvain, Harry Ehrhart
Publicity Director.....William Ferguson
Chief Announcer.....Hugh Walton
Musical Director.....Joey Kearns
Technical Director.....John Leitch
Record MC.....Marshall Dane

See Page 576

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WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAS Broadcasting Station, Inc
Address .....1211 Chestnut Street
Phone Number.....Locust 7-7400
Transmitter Location.....Woodside Park
Time on the Air.....7 a.m. to 12 midnight
News Service .....AP
Transcription Service.....Lang-Worth, World, SESAC
Representatives.....Forjoe & Co.
Membership.....NAB, BMB

Personnel

President.....Alexander W. Dannenbaum, Sr.
General Manager.....B. J. Stanton
Sales-Comm. Mgr.....A. W. Dannenbaum, Jr.
Sales Promotion Mgr...A. W. Dannenbaum, Jr.
Program Director.....Michael Deegan
Production Manager.....Gil Morris
Musical Director.....Anthony Luizzi
Chief Engineer.....Frank Unterberger

WFIL

PHILADELPHIA—EST. 1922

ABC
QUAKER STATE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts (CP-5000)
Owned-Operated By.Triangle Publications, Inc.
Address.....Broad & Callowhill Sts.
Phone Numbers 6-1600
Studio: Rittenhouse 6-6900
Studio Address.....Widener Bldg.
Transmitter Location..63rd St. & Schulkyll River
Time on the Air.....5:45 a.m. to 1 a.m.; Sunday: 8 a.m. to 1 a.m.
Newspaper Affiliation...Philadelphia Inquirer
News Service.....AP, UP
Transcription Service...Asso. Program Service
Representative .....The Katz Agency, Inc.
Membership.....NAB, BMB

Personnel

General Manager.....Roger W. Clipp
Commercial Manager.....John E. Surrick
Sales Promotion Mgr.....James T. Quirk
Program Director.....Jack Steck
Production Manager.....John D. Scheuer, Jr.
Publicity Director.....Richard C. Koster
Musical Director.....Felix Meyer
Chief Engineer.....Louis E. Littlejohn
Record MC.....LeRoy Miller

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WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Independence Broadcasting Company
Address.....1505 Walnut St.
Phone Number.....Rittenhouse 6-2058
Transmitter Location.....Hotel Philadelphian, 39th and Chestnut Sts.
Time on the Air.....Shares Time
News Service .....AP
Representative.....Helen Wood & Colton
Membership ..... NAB

Personnel

Pres.-General Manager .... William A. Banks

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WIBG

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts
Owned-Operated By.....Seaboard Radio Broadcasting Corporation
Address.....WIBG Bldg., 1423-25 Walnut St.
Phone Number.....Rittenhouse 6-2300
Transmitter Location.....Barren Hill, Conshohocken, Pa.


Celebrating 25 Years of
RADIO ACTIVITY
WIP
IT'S MUTUAL!
WIP-FM • PHILADELPHIA'S PIONEER VOICE
REPRESENTED NATIONALLY—GEO. P. HOLLINGBERY CO.

• PENNSYLVANIA •

Time on the Air.....5:30 a.m. to 1 a.m.
News Service .....AP, UP
Transcription Service... ....NBC Thesaurus
National Sales Office.....Adam J. Young, Jr.
Representative .....Joe Lang
Membership.....NAB, BMB

Personnel

President.....Paul F. Harron
General Manager.....Edward D. Clery
Sales Promotion Mgr.....Rupe Werling
Program Director.....Douglas Arthur
Chief Engineer.....John H. Henninger
Record MC's.....Douglas Arthur, Dick Mabry

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WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Pennsylvania Broadcasting Company, Inc.
Address ..... 35 South 9th Street
Phone Number.....WAlnut 6800
Transmitter Location.....Bellmawr, N. J.
Time on the Air.....24 hours daily
News Service .....AP; UP
Transcription Service .....World Broadcasting System
Representative.....George P. Hollingberry

Personnel

President & Station Manager.....Benedict Gimbel, Jr.
Asst. Gen. Mgr. & Dir. of Sales..Gordon Gray
Promotion Director ..... Ralph H. Minton
Program Director ..... Murray Arnold
Production Manager ..... Boyd W. Lawlor
Publicity Director ..... Samuel Elber
Special Events & Educational Director ..... Sam Serota
Musical Director ..... Joseph Frasetto
Chief Engineer ..... James M. Tisdale

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WTEL

PHILADELPHIA—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Foulkrod Radio Eng. Co.
Address .....4312-14 N. Broad St.
Phone Numbers.....Gladstone 5-1310
Davenport 4-4310
Transmitter Location.....Rowlandville, Pa.
Time on Air ..... Shares with WHAT

Personnel

President-Program Director.....Doug. Hibbs
Commercial Manager.....Doug. Hibbs
General Manager .....Henry N. Cocker

For the *best*

in women's news . . .

AP



Who's Listening?

Men and women. Teen-aged, middle-aged, old-aged. Veterans, non-veterans. The well-off and the not so well-off.

We asked Philadelphians *what* they listen to. Out of every 100 listeners: 97 said they want the news. 88 like good music. 61 tune to sports.

Progressive WPEN aims to please Philadelphians from *all* walks of life. That's why WPEN features news every hour on the hour, straight from the newsrooms of the Evening Bulletin, America's largest evening newspaper. More good music than ever before. And the kind of sportscasting that daily wins new friends.

So—it is not surprising that 88% of Philadelphia listeners know WPEN . . . far more than know any other independent and one network outlet. WPEN is welcomed into a fast-growing number of homes in this city of homes—the nation's third market.

At 950 on the dial, Philadelphians of both sexes, all ages and incomes find what they want when they want it.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned By ..... The Bulletin Company
Operated By....Wm. Penn Broadcasting Co.
Address ..... 1528 Walnut Street
Phone Number.....PENnypacker 5-9490
Transmitter Location.....72nd & Race Sts.
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation..The Evening Bulletin
News Service ..... AP
Transcription Service....AMP, NBC, Thesaurus
Representative ..... Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....Wm. L. McLean, Jr.
General Manager.....Richard W. Slocum
Station Manager.....G. Bennett Larson
Assistant Manager.....Edward C. Obrist
Commercial Manager.....Milton F. Allison
Merchandising Manager.....Wm. B. Caskey
Program Director.....John L. McClay
Production Manager.....Roy A. Meredith
Publicity Director.....Claire D. McMullen
Chief Announcer.....Don Frank
Chief Engineer.....Charles W. Burtis
Record MC's.....Joe Grady, Ed Hurst

KQV

PITTSBURGH—EST. 1919

MUTUAL

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By...Allegheny Broadcasting Corp.
Address.....196 Union Trust Bldg.
Sales Office: 203 Chamber of Commerce Bldg.
Phone Number.....Atlantic 6802
Studio.....800 Chamber of Commerce Bldg.
Transmitter Location.....Rochester Rd. & Babcock Blvd.
Time on the Air.....7 a.m. to 12:30 a.m.
News Service .....UP
Transcription Service..... Lang-Worth; Standard Radio
Representative ..... Weed & Co.
Membership.....NAB, BMB

Personnel

General Manager.....G. S. Wasser
Sales Manager.....James Murray
Sales Promotion Manager.....Herb Morrison
Program Director.....Ben Kirk
Production Manager.....Betsy Ann Plank
Publicity Director.....Herb Morrison
Chief Engineer.....Bob Hunt
Record MC.....Al Nobel

What 1947 and 5000 Watts mean to KQV!



With 5,000 watt operation, KQV will broadcast a sure-fire signal to 1,174,679 people within the five MV/M contour (*not 0.5) during the day, and to 1,059,302 people within the five MV/M area (*not 0.5) during the evening hours. This clear, unfailing reception will add abundantly to the enjoyment and popularity of KQV—a popularity that has grown tremendously in the past year because KQV is

Pittsburgh's Aggressive Station

*If you're interested in 0.5 MV/M coverage, write us. We have the figures.

KQV The Station that originated "Opinion-aire"
1410 ON YOUR DIAL
Basic Mutual Network • National Representatives: WEED & CO.

KDKA

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Business Address.....Grant Bldg.
Studio Address .....Grant Building
Phone Number .....Grant 4200
Transmitter Location...Allison Park, Hampton Township, Pa.
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service ..... INS, AP, UP
Transcription Service.....Standard Radio, NBC Thesaurus
National Sales Office.....NBC Spot Sales
Representative.....National Broadcasting Co.
Membership ..... BMB

Personnel

President.....Gwilym A. Price
General Manager.....Joseph E. Baudino
Station Manager.....Joseph E. Baudino
Sales-Commercial Manager....George D. Tons
Sales Promotion-Merchandising Manager .....David N. Lewis
Program Director.....Franklin A. Tooke
Production Manager.....Edward P. Young
Publicity Director.....Lee Curran
Musical Director.....Bernie Armstrong
Chief Engineer.....T. C. Kenney

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WCAE

PITTSBURGH—EST. 1922

ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Address .....Wm. Penn Hotel
Phone Number .....Atlantic 6900
Transmitter Location.....Baldwin Township, Allegheny County, Pa.
Time on the Air.....5:45 a.m. to 1 a.m.; Sundays: 8 a.m. to 1 a.m.
News Service.....INS, AP
Transcription Service.....Standard, World
Representative ..... The Katz Agency, Inc.
Membership.....NAB, BMB

Personnel

President .....Leonard Kapner
Station Manager.....R. Clifton Daniel
Merchandising Manager.....Carl M. Dozer
Program Director.....Ben W. Muros
Production Manager.....John Leban
Publicity Director.....John Wilkoff
Chief Announcer.....Ralph Fallert
Musical Director.....Baron Elliott
Chief Engineer.....James Schultz

WJAS

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Pittsburgh Radio Supply House, Inc.
Address.....1406 Chamber of Commerce Bldg.
Phone Number .....Grant 4860
Transmitter Location.....1459 Crane Road, Greentree Borough, Pittsburgh
Time on the Air.....7 a.m. to 12:30 a.m.; Sundays: 8 a.m. to 12:30 a.m.
News Service.....Transradio & UP
Transcription Service .....Lang-Worth, M. M. Cole
Representative .....Wm. G. Rambeau Co.
Membership ..... BMB

Personnel

President & General Mgr.....H. J. Brennen
Station Manager.....H. Kenneth Brennen
Commercial Manager.....John H. Buchheit
Merchandising Manager.....John H. Buchheit
Program Director.....James M. Hughes
Production Manager.....M. Charles Kerns
Publicity Director.....Irene J. Cowan
Musical Director.....Lee Kelton
Chief Engineer.....Walter W. McCoy

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WWSW

PITTSBURGH—EST. 1932

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated My.....WWSW, Inc.
Address .....Hotel Keystone
Phone Number .....Grant 5200
Transmitter Location ....341 Rising Main St.
Time on the Air.....24 hours daily
Newspaper Affiliation.....Pittsburgh Post Gazette
News Service ..... AP
Transcription Service..Standard Radio; Associated Music Publishers; Lang-Worth, Cole.
Representative ..... Farjoe & Company
Membership ..... NAB

Personnel

President & General Mgr.....Frank R. Smith
Station Manager.....Frank R. Smith
Commercial Manager.....Thomas B. Price
Merchandising Manager.....Martin A. Cohen
Program Director.....W. F. Joyner
Publicity Director.....Martin A. Cohen
Chief Announcer.....Dave Tyson
Musical Director.....Homer Ochenhirt
Chief Engineer.....Henry R. Kaiser
Record MC.....Dave Tyson

WPPA

POTTSVILLE—EST. 1946

Frequency: 1360 Kc.....Power: 500 Watts
Owned and Operated By..Pottsville Broad. Co.
Address.....7 S. 2nd Street
Time on the Air...Local sunrise to local sunset

Personnel

General Manager.....A. V. Tidmore
Commercial Manager.....John Naylor

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WEEU

READING—EST. 1931

ABC—QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Berks Broadcasting Co.
Address.....533 Penn Street
Phone Number 7335-6-7
Transmitter Location.....Sinking Springs, Pa.
Time on the Air...Local sunrise to local sunset
Transcription Service...Lang-Worth; Standard Radio
News Service .....UP
Representative .....George P. Hollingbery Co.
Membership.....NAB, BMB

Personnel

President.....George J. Feinberg
General Mgr.-Station Mgr.....J. M. Nassau
Local Commercial Mgr.....Barbara Lenher
Promotion Manager.....K. Richard Creitz
Production Manager.....Martin Mushet
Chief Engineer.....Harold E. Schearer
Record MC's..James Lynaugh, George Carroll

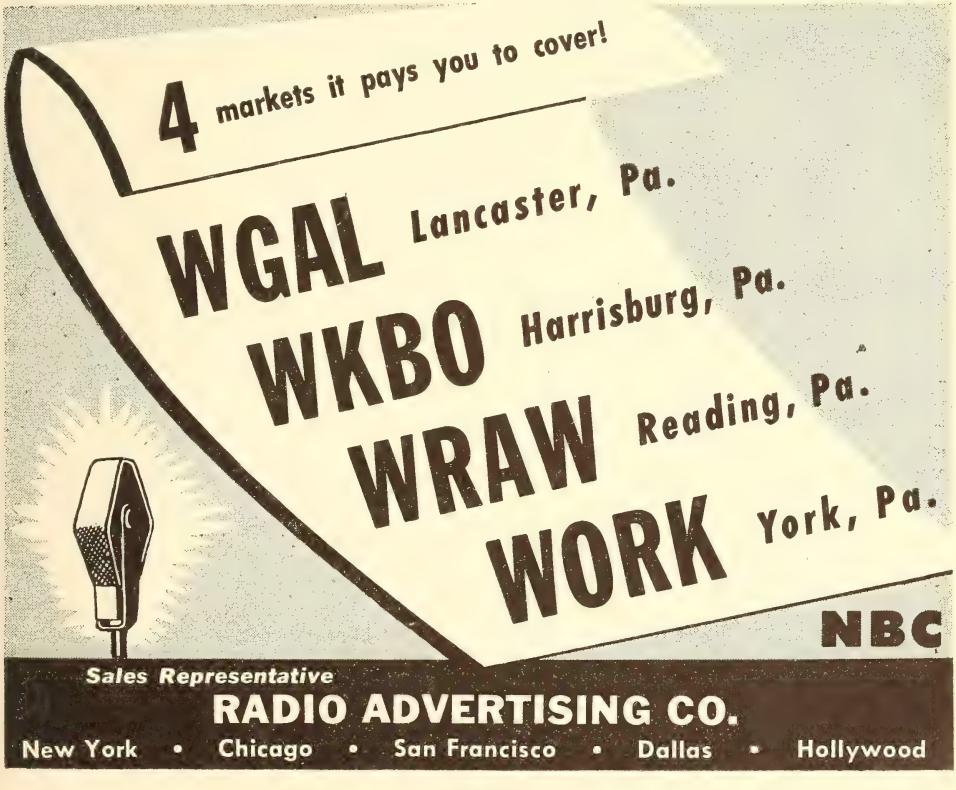
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WRAW

READING—EST. 1921

NATIONAL BROADCASTING CO.
MASON DIXON RADIO GROUP

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By ....Reading Broadcasting Co.
Address.....19 No. Fifth St.
Phone Number.....7173
Transmitter Location ..... 9 So. 6th St.
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service .....UP
Transcription Service..NBC Thesaurus, World



Representative.....Radio Advertising Co.
Membership.....NAB, BMB

Personnel

Chief Executive.....Clair R. McCollough
Station Manager.....Raymond A. Gaul
National Sales Mgr.....J. Robert Gulick
Program Director.....John C. Jackson
Chief Engineer.....J. E. Mathiot

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WHUM

READING—EST. 1946

MUTUAL—QUAKER NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Eastern Radio Corp.
Address.....Berkshire Hotel
Phone Number.....44-805
Transmitter Location.....Old Wyomissing Rd.
Time on the Air.....7 a.m. to 12 mid.
News Service.....AP
Transcription Service.....Standard
Membership.....NAB

Personnel

Vice-President.....Robert G. Magee
General Mgr.-Station Mgr....Robert G. Magee
Commercial Manager.....Robert G. Magee
Program Director.....Robert S. Reider
Musical Director.....A. Raymond Moore
Chief Engineer.....J. E. MacCormack

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WARM

SCRANTON—EST. 1940

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Union Broadcasting Co.
Address.....Bowman Bldg.
Phone Number.....4-1148
Transmitter Location.....O'Neill Hiway Dunmore, Pa.
Time on the Air.....6:45 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....NBC, Thesaurus, Standard
Representative...George P. Hollingbery Co.
Membership.....BMB

Personnel

President & General Mgr....Martin F. Memolo
Commercial Manager.....William M. Dawson
Program Director.....Joe Salsburg
Publicity Dir. & Promotion.....Lenore Levy
Musical Director.....Joe Salsburg
Chief Engineer.....Adolph Oschmann
Record MC's.....Milt Grant, Wynn Forman

WGBI

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Scranton Broadcasters, Inc.
Address.....1000 Wyoming Ave.
Phone Number.....6296
Transmitter Location.....Drinker Turnpike, Dunmore, Pa.
Time on the Air.....6 a.m. to 1 a.m.; Sunday: 8 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....World
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....Frank Megargee
General Manager.....George D. Coleman
Station Manager.....Robert E. McDowell
Commercial Manager.....George D. Coleman
Merchandising Manager...George D. Coleman
Program Director.....Frank Monaghan
Production Manager.....Dave Griffiths
Chief Announcer.....William P. Pierce
Chief Engineer.....Kenneth R. Cooke

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WQAN*

SCRANTON

Frequency: 910 Kc...Power: 1000 d.; 500 n.
Owned-Operated By....The Scranton Times
Address.....Scranton
Transmitter Location.....Scranton
Time on the Air.....Shares time with WGBI
Newspaper Affiliation ...The Scranton Times

*(Non-Commercial Station)

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WPIC

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....Sharon Herald Broadcasting Company
Address.....P.O. Box 541
Phone Numbers.....4113, 4114
Transmitter Location.....Pine Hollow Blvd.
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....Associated Music Publishers, Capitol
Representative.....Howard H. Wilson Company

Personnel

President and Gen. Mgr.....John Fahnline, Jr.
Commercial Manager.....J. T. VanSweringen
Program Director.....W. Paul Gamble
Production Manager.....Marc McCulloch

Publicity Director.....Evelyn Keller
Chief Announcer.....Harold Smith
Chief Engineer.....A. C. Heck

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WMAJ

STATE COLLEGE—EST. 1945

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Centre Broadcaster, Inc.
Address .....Glennland Bldg.
Phone Number 4445
News Service .....AP
Transcription Service .....Thesaurus

Personnel

Station Manager.....Robert L. Wilson
Commercial Mgr.....Sidney Friedman
Chief Engineer.....Henry Kearney

•

WKOK

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Broadcasting Corp.
Address .....1150 N. Front St.
Phone Number 1325-6
Transmitter Location.....1150 N. Front St.
Time on the Air.....6 a.m. to 11 p.m.; Sundays: 8 a.m. to 7 p.m.
News Service ..... UP
Transcription Service..Lang-Worth, Thesaurus
Representative ..... Cox & Tanz
Membership.....NAB, BMB

Personnel

President-Owner.....H. H. Haddon
General Manager ..... Basse A. Beck
Station Manager ..... Homer R. Smith
Program Director ..... Paul L. Miller
Chief Announcer.....Paul Miller
Chief Engineer ..... John W. Keller, Jr.
Record MC .....Mike Kane

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WMBS

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By .....Fayette Broadcasting Corp.
Address .....Fayette Title and Trust Bldg.
Phone Number..... 800
Transmitter Location .....Burgess Field
Time on the Air.....6 a.m. to 1:05 a.m.
News Service .....UP
Transcription Service.....NBC Thesaurus & Standard
National Representative.....Radio Advertising Co.
Membership ..... NAB

Personnel

President and General Mgr...Joseph C. Burwell
Commercial Manager.....Harry C. Burwell
Merchandising Manager.....Harry C. Burwell
Program Director.....Sullivan Sages
Publicity Director.....Marian Johnston
Chief Announcer.....Charles Underwood
Musical Director.....Sullivan Sages
Chief Engineer.....William J. Henzly
Record MC.....Charles Underwood

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WNAE

WARREN—EST. 1946

Frequency: 1310 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Northern Allegheny Broadcasting Co.
Address.....First National Bank Bldg.
Phone Number.....3033
Transmitter Location.....Warren-Kinzua Rd.; 2.5 miles from business district
Time on the Air.....6 a.m. to local sunset
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....David Potter
Commercial Manager.....James Potter
Program Director.....LeRoy Schneck
Publicity Director.....Marian Potter
Musical Director.....Bob Harold
Chief Engineer.....Homer M. Haines

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WJPA

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Washington Broadcasting Company
Address .....George Washington Hotel
Phone Number 4870
Transmitter Location.North Strabane Township
Time on the Air.....7 a.m. to 12:30 a.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus
National Representative.....Joseph Hershey McGillvra, Inc.
Membership.....NAB, BMB

Personnel

Managing Director.....John Laux
General Manager.....Robert F. Kliment
Commercial Manager.....C. B. Heller
Program Director.....George Gailey
Chief Engineer.....Horace Cooper
Record MC.....Allan Black

WBAX

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Address.....85 West Union St.
Phone Numbers 3-0196-7-8
Transmitter Location .....Edwardsville Borough, Pa.
Transcription Service.....Associated, SESAC
Time on the Air.....7 a.m. to midnight
News Service ..... UP
Representative .....Burn-Smith

Personnel

President-Owner.....John Stenger, Jr.
General Manager .....A. W. Grebe
Commercial Manager.....W. T. J. Evans
Program Director.....John H. A. Stenger, III
Musical Director ..... Phil Cusick
Publicity Director.....Gus Grebe
Chief Engineer .....John Stenger, Jr.
Record MC .....John Wills

WBRE

WILKES-BARRE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.,.....Power: 250 Watts
Owned-Operated By.....Louis G. Baltimore
Address .....62 So. Franklin Street
Phone Number 3-3101
Transmitter Location..Third Avenue, Kingston, Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... AP
Transcription Service .....World
Membership.....NAB, BMB

Personnel

Owner-Gen. Mgr.....Louis G. Baltimore
Asst. Manager.....David M. Baltimore
Sales Manager.....A. C. Baltimore
Program Director.....Franklin D. Coslett
Publicity Director.....David M. Baltimore
Chief Announcer.....Franklin D. Coslett
Musical Director.....Louis Savitt
Chief Engineer.....Charles Sakoskie

FOR

1922 *25 Years* *1947*

NORTHEASTERN PENNSYLVANIA STATION

First

IN PUBLIC SERVICE
SPORTS AND MUSIC

WBAX WILKES-BARRE, PA.

JOHN H. STENGER, JR., *Licensee-Owner*

MUTUAL BROADCASTING SYSTEM

WILK

WILKES-BARRE—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Wyoming Valley Broadcasting Co.

Temporary Address.....226 Second National Bank Bldg.

Transmitter Location.....Kingston, Pa.

Time on the Air.....6 a.m. to 1 a.m.; Sunday: 8 a.m. to 1 a.m.

News Service.....UP

Transcription Service.....Lang-Worth

Membership.....NAB

Personnel

General Manager.....Roy E. Morgan

Station Manager.....Thomas P. Shelburne

WHWL

WILKES-BARRE—EST. 1947

Frequency: 730 Kc...Power: 1000 W., d. only

Owned-Operated By.....Radio Anthracite, Inc.

Business Address.....Nanticoke, Pa.

Phone Number.....1332

Transmitter Location.....Plymouth, Pa.

Time on the Air*.....6 a.m. to local sunset

News Service.....AP, UP

Transcription Service.....Capitol, SESAC, Standard

Representative.....Forjoe & Co.

Membership.....NAB

Personnel

General Manager.....Sam Leavitt

Program Director.....Tom Bigler

Publicity Director.....Tom Bigler

Chief Engineer.....Kenneth T. Marshall

*Licensed to operate daytime—Mexican Clear Channel

NOW ON THE AIR!

WHWL

1000 WATTS—D **730 KC**

NANTICOKE, PENNA.

Offering a Greater Daytime Coverage to the Agricultural and Industrial Anthracite, Including the Rich Scranton-Wilkes-Barre-Hazelton Area. More Listeners at Lower Cost.

SEE FORJOE AND GET BETTER COVERAGE IN PENNSYLVANIA'S ANTHRACITE REGION

"ANTHRACITE'S MOST POWERFUL INDEPENDENT"

SAM LEAVITT
Gen. Manager

WRAK

WILLIAMSPORT—EST. 1930

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRAK, Inc.
Address .....244 West Fourth Street
Phone Number 2-6116
Transmitter Location..1561 West Fourth Street
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation.....Williamsport Sun; Williamsport Gazette & Bulletin
News Service ..... UP
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son
Membership.....NAB, BMB

Personnel

President.....E. M. Case
General Mgr.-Station Mgr.....George E. Joy
Commercial Manager.....J. Wright Mackey
Program Director.....Nancy J. Person
Production Manager.....Irving A. Berndt, Jr.
Chief Announcer.....Leon E. Kelly
Chief Engineer.....Louis N. Persio
Record MC.....Everett Rubendall

For the *best* in news . . .

AP

TAKE "TIME" TO SELL!

When you want to do a real selling job, take more time on WRAK, a wide-awake station in a rich, productive market.

WRAK

WILLIAMSPORT PENNSYLVANIA

National Representative
J. P. McKINNEY AND SON
New York — Chicago

WORK

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By....York Broadcasting Co.
Business Address.....13 S. Beaver St.
Phone Number..... 6629
Transmitter Location..West Manchester Township, Pa.
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative.....Radio Advertising Co.
Membership.....NAB, BMB

Personnel

Chief Executive.....Clair R. McCollough
Station Manager ..... Harold E. Miller
National Sales Manager....J. Robert Gulick
Program Director ..... Arthur Weeks
Chief Engineer ..... J. E. Mathiot

WSBA

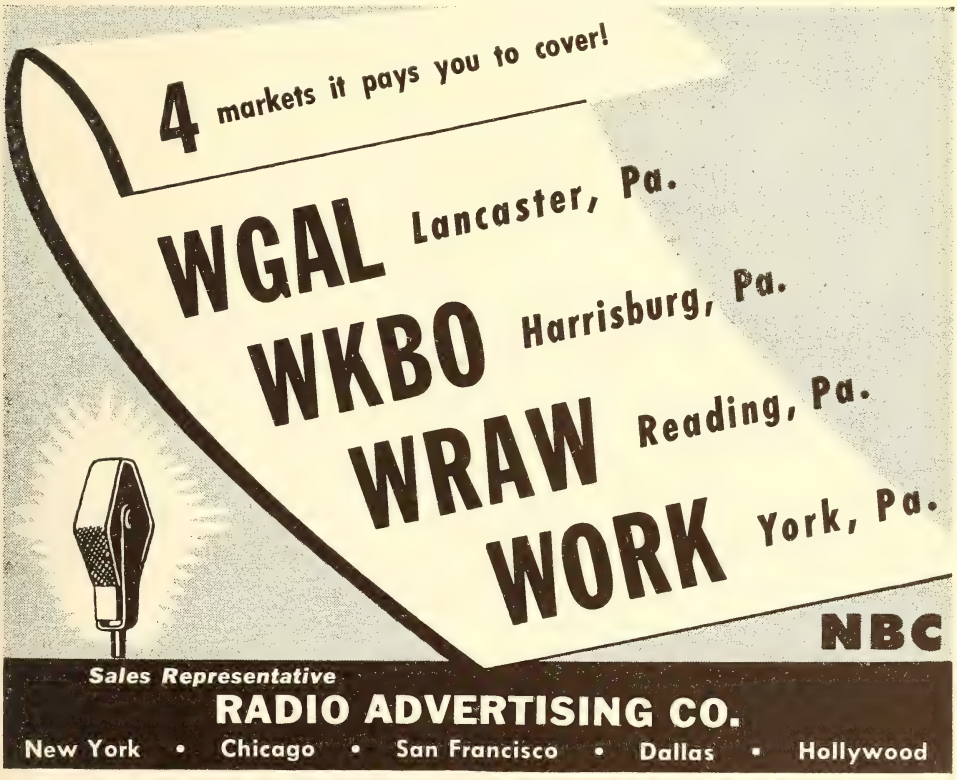
YORK—EST. 1942

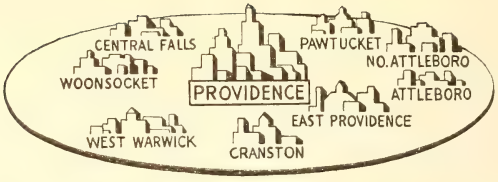
ABC

Frequency: 900 Kc.....Power: 1000 w. d. only
Owned-Operated By.....The Susquehanna Broadcasting Co.
Address ..... R. D. No. 5, York
Phone Numbers.....2676 & 64413
Transmitter Location.....R. D. No. 5, York
Time on the Air...Local sunrise to local sunset
News Service .....AP
Transcription Service.....World Broadcasting System
Membership.....NAB, BMB

Personnel

President.....Louis J. Appell
General Manager.....Walter J. Rothensies
Commercial Manager.....Sydney Robbins
Program Director.....Otis Morse
Production Manager.....Mack Edwards
Publicity Director.....Sydney Robbins
Musical Director.....Larry Miller
Dir. of Engineering, SBC..Woodrow G. Eberhart
Record MC.....Will Taylor





It's a

PRETTY PLATTER

that holds 9 big communities in its fifteen-mile radius!

ORDINARY COMMUNITIES? Heck, NO! Recent figures credit our folks with incomes 38% above the national county average. That puts 'em in the luxury-item class . . . definitely! And only nine big communities? Mister, those are the cities and towns that could sue us if our towers fell over on 'em! WFCI pushes 5000 watts far and beyond that golden circle into densely-populated southern New England, reaching thousands of ears that don't show on Rhode Island statistical charts.

American programming and a rate that offers you more time for your dollars make WFCI the Rhode Island "buy"!



The "AMERICAN" Voice in Southern New England

Studios and Offices: PROVIDENCE, The Biltmore, PAWTUCKET, 450 Main Street
WALLACE A. WALKER, *Gen. Mgr.*

Representatives: THE KATZ AGENCY

RHODE ISLAND

Estimated Population, 770,577—Radio Homes, 203,582
Stations in State—5

WFCI

PAWTUCKET—EST. 1941

ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By....Pawtucket Broadcasting Co.
Business Address.....450 Main Street
Phone Number..... Perry 9540
Transmitter Location.....Lonsdale, R. I.
Time on the Air.....6 a.m. to 1 a.m. daily; Sundays: 8 a.m. to 1 a.m.
News Service .....AP
Transcription Service .....Standard Radio
Representative ..... The Katz Agency
Membership.....NAB, BMB

Personnel

President.....Howard W. Thornley
General Mgr.-Comm. Mgr...Wallace A. Walker
Program Director.....Harry Moreland
Musical Director .....Arthur Paquette
Chief Engineer .....Gilbert Johnson

WEAN

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Network, Inc.
Address ..... Crown Hotel
Phone Number ..... DExter 1500
Transmitter Location....East Providence, R. I.
Time on the Air.....6 a.m. to 1 a.m.; Sundays: 8 a.m. to 1 p.m.
News Service.....AP, INS
Transcription Service.....AMP, Standard, SESAC
Representative.....Edward Petry Co., Inc.
Membership.....NAB, BMB

Personnel

Owners.....William O'Neil and John Shepard 3rd
General Manager.....John Shepard 3rd
Station Manager.....Joseph Lopez
Commercial Manager.....Malcolm S. Parker
Sales Promotion.....James S. Powers
Production Manager.....Donald S. Morton
Musical Director.....Carl J. Tatz
Chief Engineer.....Harry H. Tilley

WJAR

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number.....Gaspee 7000
Transmitter Location.....Wamponoag Trail, East Providence, R. I.
Time on the Air.....Unlimited License
Transcription Service.....World Broadcasting System
Representative.....Weed & Company, Bertha Bannan
Membership.....NAB, BMB

Personnel

President.....Mortimer L. Burbank
General Manager.....John J. Boyle
Program Director.....Sothern Abbott
Chief Engineer.....Thomas C. J. Prior



...and in New England, too, it's CBS

WPRO PROVIDENCE

covering the no. 2 market in this rich area



5000 WATTS **BASIC CBS** **630 KC.**

WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc. ..... **Power:** 5000 Watts
Owned-Operated By ..... Cherry & Webb Broadcasting Company
Address ..... 15 Chestnut Street
Phone Number ..... Plantations 9776
Transmitter Location .... East Providence, R. I.
Time on the Air ..... 6 a.m. to 1:05 a.m.; Sundays: 8 a.m. to 12:05 a.m.
News Service ..... AP, UP
Transcription Service ..... NBC Thesaurus, Lang-Worth
Representative ..... Paul H. Raymer Company
Membership ..... NAB, BMB

Personnel

President ..... William S. Cherry, Jr.
General Manager ..... Fred R. Ripley
General Mgr.-Comm. Mgr. ..... Fred R. Ripley
Local Sales Mgr. ..... Arnold F. Schoen, Jr.
Program Director ..... Morton I. Blender
Chief Engineer ..... John V. Ferri

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WWON

WOONSOCKET—EST. 1946

Frequency: 1240 Kc. ..... **Power:** 250 Watts
Owned-Operated By .... Associated Electronic Enterprises, Inc.
Address ..... 99 Main St., Commercial Bldg.
Phone Number ..... Woonsocket 3900
Transmitter Location ..... Getchell Ave.
Time on the Air ..... 18 hours daily
News Service ..... AP
Transcription Service ..... Standard, Capitol

Personnel

President ..... James Iodice
Secty.-Treas. & Tech. Adviser .... Garo W. Ray
Station Manager ..... Mitchell F. Stanley
Chief Engineer ..... Harold Michaels

SOUTH CAROLINA

Estimated Population, 1,948,327—Radio Homes, 325,573
Stations in State—22

WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. ..... **Power:** 250 Watts
Owned-Operated By ..... Wilton E. Hall
Address ..... Anderson College
Studio Address ..... Anderson College, S. C.
Phone Numbers 800, 1444
Transmitter Location ..... Anderson College
Time on the Air ..... Unlimited
Newspaper Affiliation . Anderson Independent; Daily Mail
News Service ..... INS
Transcription Service: C. P. MacGregor; World Broadcasting System; also Lang-Worth
Representative ..... Burn-Smith

Personnel

Owner ..... Wilton E. Hall
General and Station Manager ..... J. D. McCoy
Sales-Commercial Manager ... G. Paul Browne
Production Manager ..... J. D. McCoy
Chief Engineer ..... Randall Davidson

WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. .. **Power:** 1000 d.; 500 n.
Owned-Operated By ..... John M. Rivers
Address ..... Francis Marion Hotel
Phone Number 7611
Transmitter Location ..... St. Andrews Farms
Time on the Air ..... 6 a.m. to 12:05 a.m.; Sundays: 7:45 a.m. to 12:05 a.m.
News Service ..... UP
Representative ..... Free & Peters
Membership ..... NAB, BMB

Personnel

President ..... John M. Rivers
General Mgr.-Station Mgr. ..... John M. Rivers
Comm. Mgr.-Sales Promotion .... Roland Weeks
Program Director ..... Russell Long
Publicity Director ..... Ann Heineman
Chief Announcer ..... Chuck Simpson
Musical Director ..... Adrian Munzell
Chief Engineer ..... Wilbur Albee
Record MC's .. Chuck Simpson, Adrian Munzell

WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By.....Atlantic Coast Broadcasting Company
Business Address.....133 Church St.
Phone Number.....2-2961
Transmitter Location.....St. Andrews Parish
Time on the Air.....Unlimited
Newspaper Affiliation.....Evening Post Publishing Co.
News Service.....AP
Transcription Service.....Thesaurus
Representative ..... George P. Hollingbery
Membership.....NAB, BMB

Personnel

President.....Edward Manigault
General Mgr.-Station Mgr...Robert E. Bradham
Merchandising Manager...A. Franz Witte, Jr.
Publicity Director.....A. Franz Witte, Jr.
Program Director.....William N. Abbott
Production Manager.....Vernon Bushong
Musical Director.....Edna Richardson
Chief Engineer.....Douglass M. Bradham
Record MC.....Bob Larimer

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(CALL LETTERS TO BE ASSIGNED) CHARLESTON*

Frequency: 1340 Kc.....Power: 250 Watts
Permittee.....Charleston Broadcasting Co.

**C.P. Pending*

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(CALL LETTERS TO BE ASSIGNED) CHARLESTON*

Frequency: 730 Kc.....Power: 1000 Watts
Permittee.....Charleston Broadcasters

**C.P. Pending*

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WCOS

COLUMBIA—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Carolina Broadcasting Corp.
Address .....1202 Main St.
Phone Number..... 25601
Transmitter Location.....200 Senate St.
Time on the Air.....6 a.m. to midnight
News Service .....AP
Transcription Service .....Standard
Representative .....Howard Wilson
Membership ..... NAB

Personnel

President .....H. F. Kincey
General Manager.....W. C. Bochman
Sales-Commercial Mgr.....W. C. Bochman
Program Director.....H. Moody McElveen, Jr.
Production Manager.....Richard Goode
Chief Announcer.....Dave Campbell
Chief Engineer.....Robert Lambert
Record MC.....Malcolm Rast

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WIS

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....The Surety Life Insurance Company
Address.....1811 Main Street
Phone Number 2-2135
Transmitter Location.....Bluff Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service.....Thesaurus, Standard
Representative .....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....Herman N. Hipp
General Mgr.-Station Mgr....G. Richard Shafto
Sales-Commercial Mgr.....J. Dudley Saumenig
Promotion Mgr.-Publicity Director..Steve Libby
Program Director.....Ray A. Furr
Production Mgr.-Chief Announcer.Warren Hites
Musical Director.....Barbara Dew
Chief Engineer.....Herbert G. Eidson, Jr.

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WKIX

COLUMBIA—EST. 1945

CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inter-City Adv. Co.
Address ..... 1127 Lady St.
Phone Number.....2-8659
Transmitter Location..... Two Notch Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service....Lang-Worth, Standard
Representative.....Weed & Co.
Membership.....NAB, BMB

Personnel

General Manager.....C. Durham Moore
Commercial Manager....B. George Barber, Jr.
Sales Promotion.....Thomas S. Chandler
Program Director.....Mackie Quave
Chief Announcer.....Bernard Brown
Chief Engineer.....E. E. Hampton

WLAT

CONWAY—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Coastal Broadcasting Co.
Operated By.....L. M. Hawley and Herman L. Hanks
Address .....Box 497
Phone Number 340
Transmitter Location.....1¼ miles N. of City
Time on the Air.....7 a.m. to 11:15 p.m.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB

Personnel

President-General Mgr.....L. M. Hawley
Vice-President-Chief Engineer.....H. L. Hanks
Sales Promotion-Program Director.....Edward Browning, Jr.

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WDSC

DILLON—EST. 1946

MUTUAL

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned and Operated By....Border Broad. Co.
Address.....U. S. Highway 301
Phone Number.....471
Transmitter Location.....3½ miles S. of Dillon
Time on the Air.....Daytime only
Representative.....Jos. Hershey McGillvra

Personnel

General Manager.....Henry S. Sullivan
Commercial Manager.....Phil Sewell
Farm Program Director.....Bill Bunn
Program Dir.-Sports Anns.....Bill Jacson

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WOLS

FLORENCE—EST. 1938

ABC—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Florence Broadcasting Co., Inc.
Address.....129 South Dargan
Phone Number.....354-5
Transmitter Location.....Charleston Highway
Time on the Air.....6:30 a.m. to 11:15 p.m.
News Service .....UP
Transcription Service .....Lang-Worth, Standard-KBS
Representative .....Cox & Tanz
Membership.....NAB, BMB

Personnel

President .....M. F. Schnibben
Station Mgr.-Comm. Mgr.....N. L. Royster
Sales Promotion-Program Dir.....N. L. Royster
Chief Announcer.....Don Grantham
Chief Engineer.....Bill Pritchett

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WESC

GREENVILLE—EST. 1947

Frequency: 660 Kc.....Power: 5 kw. d.
Owned-Operated By....Greenville Broad. Co.
Address.....1 College Street
Transmitter Location.....5 miles N.W. of City
Time on the Air...Local sunrise to local sunset
News Service .....AP
Transcription Service....Lang-Worth, Standard
Membership .....NAB

Personnel

President-General-Station Mgr.....Scott Russell
Commercial Manager.....J. B. Little
Chief Engineer.....Wm. H. Alford

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WFBC

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....Greenville News Piedmont Co.
Address .....Poinsett Hotel
Phone Number 362; 363
Transmitter Location.....Gantt Station
Time on the Air.....6 a.m. to 12:05 a.m.
Newspaper Affiliation.....Greenville News; Greenville Piedmont
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Lew Avery Co.,
Membership .....NAB

Personnel

President.....B. H. Peace, Jr.
General Manager.....B. T. Whitmire
Commercial Manager.....R. Q. Glass, Jr.
Program Director.....Norvin Duncan
Production Manager.....James Dawson
Publicity Director.....N. P. Mitchell
Chief Engineer.....Clyde Etherdige
Record MC.....James Capps

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WMRC

GREENVILLE—EST. 1941

ABC—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Textile Broad. Co.
Address.....Prevost Bldg.
Phone Number 5730
Transmitter Location.....400 Mayberry Street

Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....World
Representative.....Burns Smith Co., Inc.
Membership.....NAB, BMB

Personnel

President.....R. A. Jolley
General Manager.....W. Ennis Bray
Commercial Manager.....C. B. Denison
Program Director.....Bill Arrington
Production Manager.....Fred Kenney
Publicity Director.....Moddell H. Raines
Chief Announcer.....Jerry Mosteller
Chief Engineer.....George D. Tate
Record MC.....Jimmy Simpson

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WCRS

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grenco, Inc.
Address.....216 Textile Bldg.
Phone Number 4300
Studio-Transmitter Location.....Willson St.
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sundays: 7:45 a.m. to 12:05 a.m.
News Service ..... AP
Transcription Service.....Standard, World
Membership ..... NAB

Personnel

President.....Douglas Featherstone
General Mgr.-Station Mgr.....Dan Crosland
Commercial Manager.....Ralph Norman
Program Director.....Randall Davidson
Publicity Director.....Martha Wofford
Chief Engineer.....Harold C. Spengler

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WHSC

HARTSVILLE—EST. 1946

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Hartsville Broad. Co., Inc.
Operated By.....Station WHSC
Address .....College Ave.
Phone Number.....654
Transmitter Location.....Bishopville Highway
Time on the Air.....7 a.m. to 11:15 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Cox and Tanz

Personnel

President-Owner.....C. H. Campbell
General-Station-Sales Mgr...Raymond Caddell
Production Manager.....Ben Gunn
Publicity Director.....Eleanor Flowers
Chief Engineer.....Donald A. Brienen

WKDK

NEWBERRY—EST. 1946

MUTUAL—KEYSTONE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Newberry Broad. Co.
Address .....Box 353
Studio Address.....11 Radio Drive
Transmitter Location.....11 Radio Drive
Time on the Air.....6 a.m. to midnight
News Service .....AP
Transcription Service.....World
Representative.....John F. Arrington, Jr.
Membership ..... NAB

Personnel

President-Owner.....John F. Clarkson
General Mgr.-Vice-Pres.....C. A. Kaufmann
Station Mgr.-Program Dir.....L. Wayne Davis
Chief Announcer.....L. Wayne Davis
Commercial Manager.....Charles E. Bowers
Sales Promotion.....Charles E. Bowers
Chief Engineer.....George N. Martin
Record MC.....A. B. Cooper

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(CALL LETTERS TO BE ASSIGNED) ORANGEBURG*

Frequency: 1450 Kc.....Power: 250 Watts
Permittee.....Observer Radio Co.

**C.P. Pending*

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WRHI

ROCK HILL—EST. 1944

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned and Operated By.....York County Broadcasting Co.
Address.....Rock Hill National Bank Bldg.
Phone No.....294
Time on the Air.....7 a.m. to 11:30 p.m.
Transmitter Location.....East Black St. Ext.
Transcription Service.....World
News Service.....AP
Representative.....Cox & Tanz
Membership.....NAB, BMB

Personnel

General Mgr.-Chief Engineer....J. S. Beaty, Jr.
Station Mgr.-Comm. Mgr.....William C. Beaty
Program Director.....William C. Beaty
Sales Promotion.....George P. Cobb
Publicity Director.....Paul B. Marion
Chief Announcer.....Cuyler P. Fields
Musical Director.....Cuyler P. Fields
Record MC.....Cuyler P. Fields

WORD

SPARTANBURG—EST. 1940

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Spartanburg Broad. Co.
Address.....291 E. Main St.
Phone Number 875-6
Transmitter Location....2½ miles N.E. of City
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....The Branham Co.
Membership ..... NAB

Personnel

Owners.....J. M. Byran and Smith Davis
General Manager.....Francis M. Fitzgerald
Station Manager.....Francis M. Fitzgerald
Commercial Manager....Francis M. Fitzgerald
Sales Promotion-Merchandising Manager .....Francis M. Fitzgerald
Program Dir.-Publicity Dir.....Alfred Becker
Musical Director.....Hal Murray
Chief Engineer.....Frank Harr

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WSPA

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By.....Spartanburg Advertising Co.
Address.....224 E. Main St.
Phone Number 2900
Transmitter Location....3½ miles N.W. of City
Time on the Air.....5 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....World, Cole
Representative.....George P. Hollingbery Co.
Membership.....NAB, BMB

Personnel

President.....A. B. Taylor
Vice-Pres. & General Mgr.....Walter J. Brown
Asst. Genl. Mgr.....Roger A. Shaffer
Commercial Manager.....Guy Vaughan, Jr.
Program Director.....Ed McGrath
Chief Announcer.....W. Grover Golightly, Jr.
Musical Director.....Hal Moore
Chief Engineer.....Harold Beckholt
Record MC.....Ace Rickenbacker

WFIG

SUMTER—EST. 1940

MUTUAL BROADCASTING SYSTEM
DIXIE BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WFIG, Inc.
Address.....Radio Center Bldg.
Phone Number (Studio).....1340
Transmitter Location.....Highway No. 76
Time on the Air.....7 a.m. to 11:15 p.m.; Sundays: 8 a.m. to 11:15 p.m.
News Service .....AP
Transcription Service.....NBC Thesaurus, Keystone
Representative.....Cox & Tanz

Personnel

President.....Julius S. Brody
Vice-Pres. .....T. Doug Youngblood
Station Manager.....T. Doug Youngblood
Commercial Manager....T. Doug Youngblood
Sales Promotion.....T. Doug Youngblood
Program Director .....Louise Burnette
Production Manager.....T. Doug Youngblood
Publicity Director.....T. Doug Youngblood
Chief Announcer.....Ed Tacy
Chief Engineer.....James L. Williams
Record MC.....Jim Hannah

For the *best*

in news quality . . .

AP

SOUTH DAKOTA

Estimated Population, 576,425—Radio Homes, 134,897
Stations in State—10

K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Aberdeen Broadcast Company
Address .....117½ South Main Street
Phone Number..... 4626
Transmitter Location.....Wylie Park
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP
Representative .....The Walker Company
Transcription Service.....Standard
Membership .....NAB, BMB

Personnel

President.....Harvey C. Jewett, Jr.
General Manager.....A. H. Fahy
Commercial Manager.....Fred Stellner
Sales Promotion.....John A. Griffin
Program Director.....E. C. Pieplow
Publicity Director.....John A. Griffin
Chief Announcer.....Eddie Weeks
Chief Engineer.....Del T. Hunt
Record MC.....Eddie Weeks

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K M H K *

MITCHELL—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..... Mitchell Broadcasting Assn.

Personnel

Owner-General Mgr.....Raymond V. Eppel
Program Director.....Raymond V. Eppel

**Construction Permit*

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K G F X

PIERRE—EST. 1916

KBS

Frequency: 630 Kc.....Power: 200 Watts
Operated By.....Ida A. McNeil
Address .....203 West Summit Ave.
Phone Number 351
Transmitter Location....203 West Summit Ave.
Time on the Air.....9:30 a.m. to sunset
News Service .....UP
Transcription Service ...Keystone Broadcasting System
Representative ..... Cox & Tanz

Personnel

Director .....Ida A. McNeil
Chief Engineer.....Robert H. Dye

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K O T A

RAPID CITY—EST. 1936

CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By...Black Hills Broadcast Company of Rapid City
Address .....Alex Johnson Hotel
Phone Number..... 2000
Transmitter Location..30 miles South of Rapid City Highway 79
Time on the Air: .....6 a.m to midnight
News Service ..... UP
Transcription Service.....Standard, Cole
Representative .....The Walker Company
Membership .....NAB, BMB

Personnel

President .....Robert J. Dean
General Manager.....Robert J. Dean
Station Manager.....Robert J. Dean
Commercial Manager.....Stan Lieberman
Sales Promotion.....Abner H. George
Program Director.....Abner H. George
Publicity Director.....Abner H. George
Chief Announcer.....Harry S. Petersen
Musical Director.....John Simpson
Chief Engineer.....A. E. Griffiths

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W C A T *

RAPID CITY—EST. 1921

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....South Dakota State School of Mines and Technology
Address .....East St. Joseph Street
Phone Number 1600-1
Transmitter Location.....St. Joseph Street
Time on the Air.....11 a.m. to 1 p.m.
News Service .....AP

Personnel

President .....Joseph P. Connolly
General-Station Mgr. .....C. M. Rowe
Program Director.....Scott Burril
Chief Announcer.....John W. Sparrow
Chief Engineer .....E. E. Clark

*(Non-Commercial Station)

KELO

SIOUX FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Midcontinent Broadcasting Co., Inc.
Address .....233 N. Phillips Ave.
Phone Number.....6363
Transmitter Location.....Highway No. 16
Time on the Air.....5:55 a.m. to midnight
News Service .....UP
Transcription Service.....NBC Thesaurus, Standard
Representative .....John E. Pearson Co.
Membership .....NAB, BMB

Personnel

President .....Sam Fantle Jr.
Comercial Manager .....Ted Matthews
Sales Promotion.....Anton Moe
Program Director.....Evans Nord
Chief Engineer.....Ralph Bailey

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KSOO

SIOUX FALLS—EST. 1927

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....Sioux Falls Broadcast Assn., Inc.
Address .....317 So. Phillips Ave.
Phone Number..... 757
Transmitter Location....West of City Limits
Time on the Air.....5:55 a.m. to local sunset
News Service .....AP
Transcription Service.....NBC Thesaurus, Standard, M. M. Cole
Representative.....Howard H. Wilson Co.
Membership .....NAB, BMB

Personnel

President.....Morton H. Henkin
General Manager & Vice-Pres...Geo. R. Hahn
Sales Promotion.....George J. Rohn
Farm Service Director.....Ralph Wennblom
Chief Engineer.....Maxwell F. Staley
Record MC.....Ervin Kult

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KUSD*

VERMILLION—EST. 1922

Frequency: 920 Kc.....Power: 500 Watts d.
Owned-Operated By ....University of South Dakota
Address.....Union Building
Phone Number.....601-J
Transmitter Location.....University Campus
Time on the Air.....3 p.m. to 6 p.m.
News Service.....AP

Personnel

General Manager.....Irving R. Merrill
Chief Engineer.....Stephen J. Graf
Record MC .....''Jim'' Slack

* Non-Commercial Station

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KWAT

WATERTOWN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Midland National Life Insurance Company
Operated By....Midland National Life Ins. Co.
Address .....Watertown
Phone Number 777
Transmitter Location .....Watertown
Time on the Air.....7 a.m. to 10 p.m.
News Service ..... UP
Transcription Service..M. M. Cole, W. E. Long

Personnel

General Manager.....F. L. Bramble
Station Manager..... M. W. Plowman
Sales Promotion.....Morris Wisott
Program Director.....Bernice Dowling
Chief Engineer.....Francis Alwin

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WNAX

YANKTON—EST. 1927

ABC—MID-STATES NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WNAX Broadcasting Co.
Address .....2nd-Capitol Sts.
Phone Number..... 442-3
Transmitter Location.....Yankton
Time on the Air.....5:30 a.m. to midnight
Newspaper Affiliation: Des Moines Register & Tribune
News Service .....AP; UP
Transcription Service.....Standard Radio, M. M. Cole
Representative .....The Katz Agency
Membership .....NAB, BMB

Personnel

President .....Gardner Cowles
V.P.-General Manager.....Robert R. Tincher
Commercial Manager.....Don E. Inman
Promotion Manager.....James H. Allen
Publicity Director.....James H. Allen
Chief Engineer.....Clifton M. Todd

TENNESSEE

Estimated Population, 3,091,148—Radio Homes, 612,889
Stations in State—36

WLAR

ATHENS—EST. 1946
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lowell F. Arterburn
Business Address.....33 N. Jackson St.
Phone Number.....891
Transmitter Location.....Decatur Road
Time on the Air.....17½ hours
Newspaper Affiliation....Daily Post-Athenian
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant Co.

Personnel

President.....Lowell F. Arterburn
General Station Mgr.....C. Clayton Redfern
Sales Promotion .....Owen Peck
Publicity Director.....Al Peck
Chief Engineer.....Robert Magill
Record MC.....Chuck Redfern

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WROW*

ATHENS

Frequency: 1490 Kc.....Power: 250 Watts
Owner-Operated By.Athens Broadcasting Co.
Address.105 Oak Park Drive, Knoxville, Tenn.

Personnel

Owners.....R. O. Hardin, Verna S. Hardin

** Construction Permit Pending.*

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WCYB

BRISTOL—EST. 1946

Frequency 690 Kc.....Power 1,000 Watts, Day
Owned-Operated By.....Appalachian Broadcasting Corp.
Business Address.....General Shelby Hotel
Phone Number..... "WCYB"
Transmitter Location.....Wallace Road
Time on the Air..Local Sunrise to Local Sunset
News Service..... AP
Transcription Service.....Associated Tennessee Loops.
Representative.Joseph Hershey McGillvra, Inc.
Membership ..... NAB

Personnel

General Manager.....Fay Rogers
Commercial Manager.....Warren Wright
Program Director.....Marjorie Freels
Technical Director.....R. H. Smith

WOPI

BRISTOL—EST. 1929
NATIONAL BROADCASTING CO.
TENNESSEE VALLEY—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Radiophone Broadcasting Station WOPI, Inc.
Address ..... 310 State St.
Phone Number..... 5320
Transmitter Location.....Old Abingdon Pike, Washington County, Va.
Time on the Air.....5:45 to 12:05 a.m.
News Service..... UP
Transcription Service..... Capitol, Lang-Worth, W. E. Long, World.
Representatives.....Burn-Smith Company, Harry E. Cummings.
Membership.....NAB, BMB

Personnel

President.....W. A. Wilson
Commercial Manager.....R. L. Russell
Sales Promotion.....Dick Whitlow
Acting Program Director.....Dick Swanson
Production Manager.....Dick Whitlow
Musical Director.....George Stuart O'Dell
Acting Chief Engineer.....Russ Robinson
Record MC.....Harold Henley

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WAGC

CHATTANOOGA—EST. 1946
MUTUAL

Frequency 1450 Kc.....Power 250 Watts
Owned-Operated By.....Tennessee Valley Broadcasting Corp.
Business Address..... Hotel Patten
Phone Number.....7-1128
Transmitter Location.....Rossville Blvd.
Time on the Air.....5:55 a.m.-11:35 p.m.
News Service..... AP
Transcription Service ..... Langworth
Representative..... Wm. G. Rambeau Co.

Personnel

General Manager .....Vann Campbell
Program Director.....June Thurman
Publicity Director.....Helen Richardson
Chief Announcer.....Harry Thornton
Chief Engineer..... Roy Owens
Record MC.....Bill Palmer

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WAPO

CHATTANOOGA—EST. 1936
NATIONAL BROADCASTING CO.
Frequency: 1150 Kc...Power: 5000 d.; 1000 n.

Owned By.....WAPO Broadcasting Service
Operated By.....R. G. Patterson
Address .....Read House
Phone Number 6-6141
Transmitter Location.....Pineville Road
Time on the Air....5:30 a.m. to 12 midnight, Sunday, 6 a.m. to 12 midnight.
News Service .....AP
Transcription Service.....NBC Thesaurus, Associated, Cole.
Representative .....Headley-Reed Company
Membership ..... NAB

Personnel

Pres. and Gen. Mgr.....R. G. Patterson
Station Manager.....R. G. Patterson
Publicity Director.....Helen Patterson
Musical Director.....Frances Harley
Chief Engineer.....B. B. Barnes
Record MC .....Bill Hedgepeth

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W D E F

CHATTANOOGA—EST. 1941

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDEF
Address .....Volunteer Bldg.
Phone Number 6-5664
Transmitter Location.....Volunteer Bldg.
Time on the Air.....6 a.m. to 11:30 p.m.
News Service ..... UP
Transcription Service.....Standard Radio
Representative ..... Weed & Co.

Personnel

President.....Joe W. Engel
General Manager.....Frank S. Lane
Commercial Manager.....Ken Flenniken
Program Director.....Charles Gullickson
Chief Announcer.....Luther Massingill
Chief Engineer.....B. C. Baker

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W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....WDOD Broadcasting Corp.
Address..... Hamilton National Bank Building
Phone Number 6-5117
Transmitter Location .....Baylor School
Time on the Air.....5:30 a.m. to 1 a.m.
News Service ..... UP
Transcription Service.....Standard, Lang-Worth.
Representative .....Paul H. Raymer Co.
Membership.....NAB, BMB

Personnel

Co-Owners.....Norman A. Thomas, Earl W. Winger.
General Manager.....Earl W. Winger
Commercial Manager.....Carter M. Parham
Sales Promotion.....Elmer D. Kammer
Program Director.....G. A. McPherson
Publicity Director.....Sue Johnson
Musical Director.....Graham Fowler
Chief Engineer.....W. Roy Owens

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(CALL LETTERS TO BE ASSIGNED)

CHATTANOOGA*

Frequency 1490 Kc.....Power 250 Watts
Applicant.....Joe V. Williams, Jr.

**C.P. Application*

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W J Z M

CLARKESVILLE—EST. 1941

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Wm. Kleeman
Address ..... Clarksville
Phone Number..... 499
Transmitter Location ..... Martin St.
Time on the Air.....6 a.m. to 11 p.m.
News Service ..... AP
Transcription Service .....World
Representative.....Cox & Tanz

Personnel

General and Station Manager..W. E. Williams
Chief Engineer ..... Gene Penticost

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W B A C

CLEVELAND—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Robert W. Rounsaville
Address .....Fike Bldg.
Phone Number 62
News Service ..... UP

Personnel

Owner-General Mgr...Robert W. Rounsaville
Chief Engineer.....William F. Lange

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W K R M

COLUMBIA—EST. 1946

MUTUAL—KBS

Frequency 1340 Kc.....Power 250 Watts
Owned By.....The Middle Tennessee Broadcasting Co., Inc.

Operated By.....R. M. McKay, Jr.
Business Address.....P. O. Box 226
Phone Number..... 1340
Transmitter Location.....1 Mile South of City Highway 43.
Time on the Air.....6 a.m. to 11 p.m.
News Service..... UP
Transcription Service.....Thesaurus
Representative ..... Burn-Smith

Personnel

Pres. and Gen. Station Mgr...R. M. McKay, Jr.
Program Director.....Chesley J. Smith
Chief Announcer..... Charles Brewer
Chief Engineer.....Revis V. Hobbs

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WHUB

COOKEVILLE—EST. 1940

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Address.....523½ Spring Street
Phone Number.....Southern Continental 200
Transmitter Location.....807 Hickory Street
Time on the Air.....6 a.m. to 11:15 p.m.
News Service .....UP
Representative .....Cox & Tanz
Membership .....NAB, BMB

Personnel

President.....M. L. Medley
Station Director.....Joe C. Mabry
Sales Promotion-Publicity....Jesse M. Beasley
Musical Director.....Thomas Harris
Chief Engineer.....Charles E. Burch
Record MC .....Stacy Mott

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WDSG

DYERSBURG—EST. 1946

MUTUAL—KBS

Frequency 1450 Kc.....Power 250 Watts
Owned-Operated By....State Gazette Broadcasting Co.
Business Address.....Dyersburg
Phone Number..... 77
Transmitter Location.1 mile north of city center
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....Dyersburg State Gazette.
Transcription Service.....World
Membership ..... NAB

Personnel

Gen. Station Mgr.....Bert Ferguson
Publicity Director.....Frank Armstrong
Chief Engineer.....Sam Pearce

WBEJ

ELIZABETHTON—EST. 1946

MUTUAL—TENNESSEE VALLEY

Frequency 1240 Kc.....Power 250 Watts
Owned By....Elizabethton Broadcasting Corp.
Operated By.....Robert W. Rounsaville
Business Address.....Radio Station WBAC, Cleveland.
Phone Number..... WBEJ
Studio Address.....Elk Avenue
Transmitter Location.....State Line Road
Time on the Air.....5:55 a.m. to 12 a.m.
News Service..... UP
Transcription Service..... Thesaurus
Membership ..... NAB

Personnel

General Manager..... Robert W. Rounsaville
Station Commercial Mgr.....A. D. Smith, Jr.
Sales Promotion.....Bill Huddleston
Program Director.....Bill Lowery
Publicity Musical Dir.....Martha Piper Thomas
Chief Engineer.....James Byerley

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WGRV

GREENEVILLE—EST. 1946

MUTUAL BROADCASTING CO.

Frequency 1340 Kc.....Power 250 Watts
Owned By.....Greeneville Broadcasting Co.
Operated By.....R. W. Rounsaville
Business Address.....Radio Bldg.
Transmitter Location.....Knoxville Highway
Time on the Air.....6 a.m. to 11 p.m.
News Service..... UP

Personnel

Pres.-Gen. Mgr.....R. W. Rounsaville
Station Commercial Mgr...Clifford B. Marshall
Sales Promotion-Promotion Dir.....Bob Corley
Production Manager.....Ed. Daniels
Publicity Director.....Eileen O'Shaughnessy
Chief Announcer..... Red Brown
Musical Director.....Bill Huddleston
Chief Engineer.....Paul Metcalf
Technical Director.....Bill Gange
Record MC .....Walter Cobb

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WTJS

JACKSON—EST. 1931

AMERICAN BROADCASTING CO.

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Sun Publishing Company
Address.....104 West Baltimore St.
Phone Number 3340
Transmitter Location .....Highway 45
Time on the Air... ....7 a.m. to 12 midnight

Newspaper Affiliation.....The Jackson Sun
News Service .....UP
Transcription Service.....Standard Radio
Representative .....The Branham Company

Personnel

President and Gen Mgr.....A. A. Stone
Manager.....Frank S. Proctor
Chief Engineer .....Robert Gordon

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WJHL

JOHNSON CITY—EST. 1938

ABC
5,000 (CP-5,000)

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....WJHL, Inc.
Business Address.....143-45 West Main St.
Phone Number .....WJHL
Transmitter Location.....Kingsport Highway
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP & AP
Transcription Service.....Lang-Worth
Representative..... John E. Pearson Co.
Membership ..... NAB

Personnel

President.....W. Hanes Lancaster
General Manager.....Ken Marsh
Sales Promotion-Program Dir...Berney Burleson
Chief Engineer.....O. K. Garland

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WKPT

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.
TENNESSEE VALLEY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Kingsport Broadcasting Co., Inc.
Address ..... Box 870
Phone Number ..... WKPT
Studio Address .....107 W. Market
Transmitter Location.....Johnson City H'way
Time on the Air..... Unlimited
News Service ..... UP
Transcription Service .....Lang-Worth; Standard, Thesaurus.
Representatives .....Burn-Smith Co.; Harry Cummings
Membership.....NAB, BMB

Personnel

President.....C. P. Edwards, Jr.
General Manager.....Jess Swicegood
Promotion Manager.....Maritn Karant
Program Director.....Paul L. Overbay
Chief Engineer..... Thomas Phillips, Jr.

WBIR

KNOXVILLE—EST. 1941

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....J. Lindsay Nunn and Gilmore N. Nunn.
Operated By.....John P. Hart
Address.....406 W. Church St.
Phone Number 4-3321
Transmitter Location.....Wilder Place
Time on the Air.....5 a.m. to midnight
News Service ..... UP
Transcription Service..Standard, Capitol, Cole
Representative .....John E. Pearson
Membership ..... NAB, BMB

Personnel

President.....Gilmore N. Nunn
General Manager.....John P. Hart
Station and Sales Mgr.....John P. Hart
Program Director.....Charles T. DeVois
Chief Engineer..... J. Rex Horton

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WNOX

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Operated By .....Scripps-Howard Radio, Inc.
Address .....110-112 South Gay Street
Phone Number 3-3171
Transmitter Location.....Anderson Road
Time on the Air.....5 a.m. to 1 a.m.
Saturdays.....5 a.m. to 2 a.m.
Newspaper Affiliation Knoxville News-Sentinel
News Service ..... UP
Transcription Service..Standard, Lang, Worth
Representative .....The Branham Company

Personnel

President.....Jack R. Howard
Vice-President-Manager....R. B. Westergaard
Sales Commercial Manager.....O. L. Smith
Sales Promotion-Pub. Dir...Owen J. Remington
Program Director.....Charles McMahon
Chief Announcer.....Lowell Blanchard
Musical Director.....Jerry Collins
Chief Engineer.....John Cole
Record MC .....Lowell Blanchard

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WROL

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.
TENN. VALLEY NETWORK

Frequency: 620 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Stuart Broadcasting

Business Address ..... 531 S. Gay St.
Phone Number 2-7111
Time on the Air: 5 a.m. to 12 midnight; Sundays, 6 a.m. to 12 Midnight
News Service ..... AP
Transcription Service.....Thesaurus, World, M. M. Cole.
Representative .....John Blair & Co.
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....S. E. Adcock
Station Director.....Frank Gow
Business Manager .....C. H. Frazier
Program Director.....John Reese
Studio Director-Chief Announcer...Allen Stout
Musical Director.....Harry Nides
Chief Engineer.....James N. Gilbert
Record MC .....Bill Johnson

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WJJM

LEWISBURG—EST. 1946

Frequency 1490 Kc.....Power 250 Watts
Owned-Operated By.....J. J. Murray
Business Address ..... Lewisburg
Phone Number.....Day, 695; Night, 144
Transmitter Location.....Lewisburg
Time on the Air.....6 a.m. to 11 p.m.
News Service..... AP
Representative .....J. J. Murray
Membership ..... NAB

Personnel

Owner ..... J. J. Murray
Production Manager..... Wynona Garrett
Chief Engineer..... Denzil Pulley

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WGAP*

MARYVILLE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Gateway Brodcasting So.
Address ....3806 N. Broadway, Knoxville, Tenn.

Personnel

Owners .....George Burne Smith, V. H. McLean

* Construction Permit

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WHBQ

MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Broadcasting Station WHBQ, Inc.
Address .....Hotel Gayoso
Phone Number..... 8-6868
Transmitter Location .....46 Neely St.
Time on the Air.....6 a. m. to midnight
News Service .....AP
Representative.....William G. Rambeau Co.
Membership ..... NAB, BMB

Personnel

General Manager.....E. A. Alburty
Commercial Manager.....E. Pournelle
Sales Promotion .....R. F. Stevens
Program Director.....Gene Allen Carr
Production Manager.....John Flood
Publicity Director.....Robert E. Cooper
Musical Director.....Anita Grilli
Chief Engineer.....W. M. Roy
Record MC .....Gordon Lawhead

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WHHM

MEMPHIS—EST. 1946

Frequency 1340 Kc.....Power 250 Watts
Owned By.....WHHM Broadcasting Co.
Operated By..... Herbert Gerff
Business Address.....Sterick Bldg.
Phone Number 37-4422
Transmitter Location..... Memphis
Time on the Air.....24 hrs. daily
News Service ..... AP
Transmission Service..... Standard; Lang-Worth; M. M. Cole.
Representative.....Forjoe & Co.
Membership ..... NAB

Personnel

President-Owner .....Herbert Herff
General Station-Sales Mgr.....Patt McDonald
Program Director.....Helen Powers
Publicity Director..... Jeanie Wilson
Chief Engineer ..... Wm. Marsh

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WMC

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Memphis Publishing Co.
Business Address.....P. O. Box 311
Phone Number 8-7464
Studio Address.....Third & Madison Ave.
Transmitter Location.....Thomas Road
Time on the Air.....Unlimited
Newspaper Affiliation .... Memphis Pub. Co.
News Service ..... UP
Transcription Service ..... Thesaurus; Lang-Worth; Standard
Representative .....The Branham Co.
Membership ..... NAB, BMB

Personnel

President.....John H. Sorrel's
General Mgr.-Station Mgr.....H. W. Slavick
Commercial Manager.....J. C. Eggleston
Program Director.....John Cleghorn
Production Manager.....Earl Moreland
Publicity Director.....Walter E. Frase
Musical Director.....Noel Gilbert
Chief Engineer.....E. C. Frase, Jr.

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WREC

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....Hoyt B. Wooten d/b as WREC Broadcasting Service
Address .....Hotel Peabody
Phone Number 5-1313
Transmitter Location ..... Radio Center
Time on the Air.....5:30 a.m. to midnight
News Service .....UP
Transcription Service ....World Broadcasting System; Lang-Worth
Representative .....The Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program-Publicity Director.....Roy Wooten

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WMPS

MEMPHIS—EST. 1930

AMERICAN BROADCASTING CO.
(CP-10000 D.; 5000 N.)

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....WMPS, Inc.
Address ..... 62 North
Phone Number 5-2721
Transmitter Location .....1690 South Lauderdale
Time on the Air.....6 a.m. to midnight Sundays 6:45 a.m.-11:45 p.m.
News Service.....UP AP
Transcription Service.....Standard Associated
Representative.....Broadcast Sales (East), Howard H. Wilson (West)
Membership.....NAB, BMB

Personnel

President-Vice-President .....Abe Plough
General Manager.....H. R. Krelstein
Promotion Director.....Matty Brescia
Program Director.....Fred G. Christensen
Production Manager.....Robert Hobgood
Publicity Director.....Wm. Rudner
Chief Announcer.....Bob Neal
Musical Director.....Beryl Olswanger
Chief Engineer.....J. G. Deaderick
Record MC.....Bill Wells

•

WSM

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
Owned-Operated By.....WSM, Inc.
Business Address....Seventh Ave. & Union St.
Phone Number 6-7181
Transmitter Location..Located 12 miles in the country
Time on the Air..5 a.m.-midnight; Sundays 7 a.m.-midnight
News Service ..... AP; INS
Transcription Service.....Associated Lang-Worth, World
Representative .....Edward Petry & Co., Inc.
Membership.....NAB, BMB

Personnel

President.....Edwin W. Craig
General Manager.....Harry Stone
Asst. General Manager.....Jack Harris
Commercial Manager.....Winston S. Dustin
Farm Director.....John A. McDonald
Program Director.....Jack Stapp
Publicity Director.....Bill Graham
Chief Announcer.....Ottis Devine
Musical Director.....Beasley Smith
Chief Engineer.....George Reynolds

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WLAC

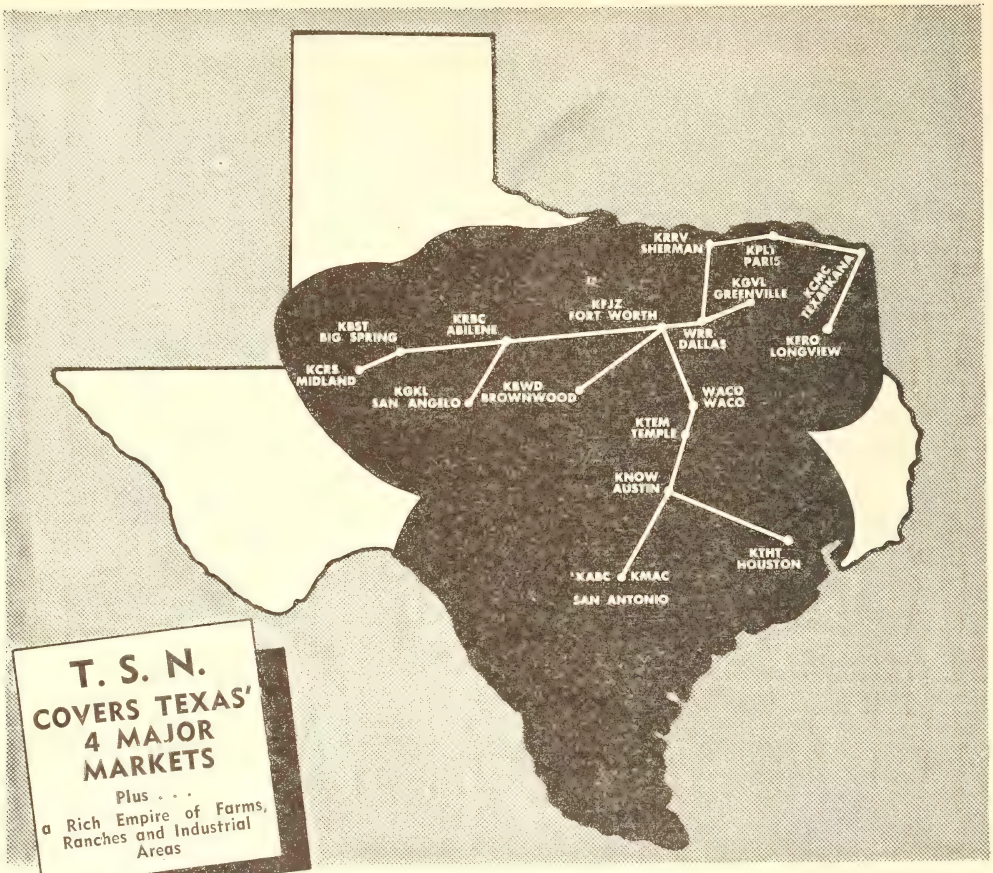
NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.....Power: 50000 Watts
Owned and Operated By..WLAC Broadcasting Service
Address.....Third National Bank Bldg.
Phone Number 6-0161
Transmitter Location..7 miles north of City Highway 31W
Time on the Air.....5 a.m. to 12:05 midnight
News Service ..... UP
Representative .....Paul H. Raymer Co.
Membership.....NAB, BMB

Personnel

Owner.....J. T. Ward
General Manager-Station Mgr...F. C. Sowell
Program Director.....Paul Oliphant
Musical Director.....Fred Murff
Chief Engineer.....F. D. Binns



TEXAS STATE NETWORK-- *Covering 85 per cent of Texas' Population...*

With Texas State Network's one package, you can cover the richest industrial areas of Texas, PLUS the wealthy oil, livestock, poultry and agriculture producing sections of this great empire. Covering an area producing one billion five hundred million dollars in retail sales, the Texas State Network, with its 17 "home-town" stations, is delivering sales power for many of the nation's leading advertisers.

MARKET DATA*

Population	5,456,213
Families	1,428,235
Radio Families	940,606
Retail Stores	72,031
Retail Sales	$1,501,714,000
Food Stores	21,179
Food Stores Sales	$ 436,297,000
General Mds. Stores	2,542
General Mds. Sales	$ 200,398,000
Apparel Stores	2,430
Apparel Sales	$ 93,867,000
Drug Stores	2,743
Drug Sales	$ 70,327,000

*Day Time Coverage—Includes KABC, San Antonio 50,000 Watts

TEXAS STATE NETWORK

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVE

WEED AND COMPANY

NEW YORK • BOSTON • DETROIT • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD

WSIX

NASHVILLE—EST. 1927

ABC-MBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By .....WSIX, Inc.
Address .....Nashville Trust Building
Phone Number 5-5431
Transmitter Location.....McGavock Pike
Time on the Air.....6 a.m. to 12
News Service .....AP
Transcription Service.....Standard Radio
Representative.....The Katz Agency, Inc.

Personnel

President-Station Manager..Jack M. Draughon
Chief Executive-Gen. Mgr...Jack M. Draughon
Musical Director.....Adrian McDowell
Technical Supervisor.....Dr. Fred Schumann

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WOND*

OAK RIDGE—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Highlands Broadcasters, Inc.
Address.....2915 Compton Rd.
Phone Number.....Nashville 8-9072
Time on the Air.....6 a.m. to midnight
News Service..... UP

Personnel

Chief Owner-General Mgr...G. Paul Crowder
President.....Sam K. Carson

*C.P.

WBOM*

Frequency: 1490 Kc.....Power: 250 Watts
Licensee .....Pellegrin & Greunther

*C.P.

•

WHAL

SHELBYVILLE—EST. 1946

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Shelbyville Broad. Co.
Address .....P.O. Box 376
Transmitter Location.....Louisberg Highway
Time on the Air.....Unlimited
News Service..... UP

Personnel

President .....R. W. Rounsaville

•

WENK

UNION CITY—EST. 1946

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Union City Broadcasting Company
Address.....First and Washington
Phone Number 801-2
Time on the Air.....6 a.m. to 12 p.m.
News Service .....UP

Personnel

President.....B. Cary Brummel
General Manager.....A. B. Robinson
Chief Engineer.....James Thomas

TEXAS

Estimated Population, 6,941,022—Radio Homes, 1,524,814
Stations in State—78

KRBC

ABILENE—EST. 1936

ABC
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Reporter Broadcasting Company
Address .....Abilene
Phone Number 6255
Studio Address .....Windsor Hotel
Time on the Air.....6 a.m., to 11:05 p.m.
Newspaper Affiliation.....Abilene Reporter-News
News Service ..... AP
Representative.....John E. Pearson Co.

Personnel

President.....M. B. Hanks
V-P.-General Manager.....Howard Barrett
Program Director.....John A. Mingus
Publicity Director.....Bettye Fulton
Chief Engineer.....J. B. Casey

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(CALL LETTERS TO BE ASSIGNED)

ALICE*

Frequency: 1070 Kc.....Power: 1000 Watts
Permittee .....Alice Broadcasting Co.

*C.P.

K F D A

AMARILLO—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Amarillo Broadcasting Corporation
Operated By.....Lindsey Nunn and Gilmore Nunn
Address ..... 109 East 5th St.
Phone Number 5343
Transmitter Location.....109 East 5th St.
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service.....World; Capitol
National Sales Office.....Radio Bldg Lexington, Kentucky
Station Representative.....John E. Pearson Company
Membership .....NAB, BMB

Personnel

Station Manager.....Howard Roberson
Commercial Manager.....J. R. Moore
Program Director.....Tom Priest
Chief Announcer.....E. J. Watson
Musical Director.....Jim Cook
Chief Engineer.....Noel Luddy
Record Mc's.....E. J. Watson

•

K G N C

AMARILLO—EST. 1922

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Plains Radio Broadcasting Co.
Address.....Radio Building, 8th & Harrison
Phone Number 4242
Transmitter Location .....Bellaire Park
Time on the Air.....18 hours per day
Newspaper Affiliations: Globe News Publishing Co., Inc.
News Service.....AP & UP
Transcrition Service....Thesaurus, Standard, M. M. Cole
Representative...Taylor Howe Snowden, Radio Sales
Membership .....NAB, BMB

Personnel

President.....Gene A. Howe
General Manager.....Aubrey Jackson
Assistant Manager..... Noel E. Thompson
Sales Manager.....Noel E. Thompson
Program Director-Chief Announcer .....Bob Watson
Musical Director.....W. B. Howell
Chief Engineer.....William H. Torrey
Record M.C.....J. B. Linn

•

K V E T*

AUSTIN

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Austin Broadcasting Co.
Address .....1901 Dillman St.
* Construction Permit

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K N O W

AUSTIN—EST. 1926

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By ....Frontier Broadcasting Company, Inc.
Address.....Capitol Nat'l Bank Bldg.
Phone Number 2-6213
Transmitter Location ...Fifth & Tillery Streets
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP
Transcription Service..... SESAC
Representative .....Weed & Co.
Membership .....NAB, BMB

Personnel

President.....Gene L. Cagle
General Manager.....Louis R. Cook
Station Manager.....Louis R. Cook
Commercial Manager....Marion H. Coleman
Sales Promotion Manager..Robert W. Tobey
Program Director.....Conrad Vernon, Jr.
Publicity Director.....Robert W. Tobey
Chief Announcer.....Harold Bakkee
Musical Director.....Marge Wetzel
Chief Engineer.....James E. Lewis

•

K T B C

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Radio Station KTBC
Address .....Brown Bldg.
Phone Number 2-2424
Transmitter Location.....Manchaca Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service .....World

Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB

Personnel

President.....Claudia T. Johnson
General Manager.....J. C. Kellam
Station Manager.....J. C. Kellam
Sales Manager.....Ray E. Hill
Program Director.....Joe K. Phipps
Publicity Director.....Robert E. Robinson
Musical Director.....Golfrey Connally
Chief Engineer.....Frank Yeagley

•

KIOX *

BAY CITY—EST. 1946

MUTUAL-LONG TEXAS NETWORK

Frequency: 110 Kc.....Power: 1 Kw., D
Owned By.....Bay City Broadcasting Co.
Operated By.....Long Radio Enterprises
Business Address.....Bay City
Phone Number.....642
Transmitter Location....2½ miles East of Bay City Highway 35
Time on the Air.....6 a.m. to 6 p.m.
News Service..... AP
Transcription Service.....Thesaurus
Membership .....NAB, BMB

Personnel

Managing Director.....J. G. Long
General Manager.....Verne V. Trembley
Publicity Director.....Verne V. Trembley
Program Director.....James Hairgrove
Chief Announcer .....James Hairgrove
Record Mc's.....James Hairgrove

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KFDM

BEAUMONT—EST. 1924

ABC

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.. Beaumont Broadcasting Corp.
Address.....P.O. Box 2950
Phone Number 3883
Studio Address.....Edson Hotel
Transmitter Location .....Cor. Doucette & Grove Streets
Time on the Air.....Unlimited
News Service.....UP & AP
Representaitve .....Free & Peters, Inc.
Membership .....NAB, BMB

Personnel

President .....D. A. Cannon
General Manager.....C. B. Locke
Sales Commercial Manager.....C. B. Locke
Program Director.....Dave Russell
Publicity Director.....Helen Caldwell
Chief Announcer.....Jimmy Griffith
Chief Engineer.....Lawrence Sanders

•

KRIC

BEAUMONT EST.—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRIC, Inc.
Address ..... 130 Wall Street
Phone Number 4200
Transmitter Location.....130 Wall Street
Time on the Air.....6 a.m. to 12:05 a.m.
Newspaper Affiliation..Enterprise and Journal
News Service .....AP
Transcription Service.....Thesaurus
Representative .....The Branham Company
Membership .....NAB, BMB

Personnel

President-Owner.....Mrs. J. L. Mapes
General Manager.....Jack Neil
Station Manager.....Jack Neil
Commercial Manager.....G. L. Kirk
Sales Promotion Manager.....G. L. Kirk
Program Director.....Joe Trum
Publicity Director.....Joe Trum
Chief Announcer.....Ed Henry
Musical Director.....Virginia Moon
Chief Engineer.....Ben F. Hughes

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KBST

BIG SPRING—EST. 1936

ABC
MBS—TEXAS STATE NETWORK

Frequency: 190 Kc.....Power: 250 Watts
Owned-Operated By.....Big Spring Herald Broadcasting Company
Address .....702 Johnson Street
Phone Number 1500-1
Transmitter Location ..1¼ miles northeast of town
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service ..... AP
Representative.....John E. Pearson Co.
Membership .....NAB, BMB

Personnel

President .....Robert Whipke
General Manager.....Jack Wallace
Station Manager.....Jack Wallace
Sales Promotion Manager....William L. Cox
Program Director.....Joe Talley
Production Manager.....Lloyd Hawkins
Publicity Director.....Melba Kainard
Chief Announcer.....Lloyd Hawkins
Chief Engineer.....Andrew M. Jones

KNEL

BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By .....G. L. Burns
Business Address.....106 No. Blackburn St.
Phone Number 77
Transmitter Location.....1 mile east of Court House
Time on the Air.....8 a.m. to 10 p.m.
Transcription Service .....Keystone
Representative .....Keystone
Membership ..... BMB

Personnel

Owner and Gen. Mgr.....G. L. Burns
Commercial Manager.....C. D. Reed
Sales Promotion Mgr.....C. D. Reed
Program Dir.-Chief Announcer...Daron Moore
Publicity Director.....C. D. Reed
Chief Engineer.....Cecil Nelin
Record MC .....Daron Moore

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KVAL

BROWNSVILLE—EST. 1944

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KEEW, Ltd.
Address.....2701 San Benito Highway
Phone Number.....1273
Transmitter Location.....2701 San Benito Highway
Time on the Air.....6 a.m. to Midnight
News Service .....AP
Representative.....Free & Peters
Membership.....NAB, BMB

Personnel

President-General Mgr.....T. Frank Smith
Station Manager.....Roy Suber
Commercial Manager.....Duke Palmer
Promotion Manager.....Dorothy M. Smith
Program Director.....Fred McCall
Chief Announcer.....Bob Pinkerton
Musical Director.....Fred McCall
Chief Engineer.....Troy Whittaker
Record MC.....Bill Spencer

•

KBWD

BROWNWOOD—EST. 1941

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 1000 d.; 500n
Owned-Operated By.....Brown County Broadcasting Co.
Address .....800 Hawkins Street
Phone Number 2401
Transmitter Location....Williams Ranch Road, 1½ miles N. Brownwood
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....Wendell Mayes
Commercial Manager.....Frank T. Wilson
Sales Promotion.....Frank T. Wilson
Program Director.....Mike Shapiro
Publicity Director.....Ann Ellis
Chief Announcer.....Howard Edwards
Chief Engineer.....A. W. Stewart
Record MC.....Howard Edwards

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WTAW

COLLEGE STATION—EST. 1921

ABC—TEXAS QUALITY NET

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By..A. & M. College of Texas
Address .....College Station
Phone Number 4-6724
Transmitter Location .....College Station
Time on the Air.....Sun-up to Sun-down
News Service .....AP
Transcription Service .....World

Personnel

President of A & M College.....Gibb Gilchrist
General Manager
G. Byron Winstead, Dir. Information & Pub.
Program Director.....G. Byron Winstead
Production Manager
Cecil Beardon, Radio Assistant
Chief Announcer.....Cecil Beardon
Chief Engineer.....Frank J. Sosolik

•

KEYS

CORPUS CHRISTI—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By .....Partnership
Operated By.....Nueces Broadcasting Co.
Address .....Center Theater Bldg.
Phone 2-7411
Transmitter .....Shell Road
Time on the Air.....6 a.m. to 12:05 mid.
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Howe-Snowden Radio Sales

Personnel

Membership.....NAB, BMB
General Manager.....Bill Hughes
Station Manager.....Fred Burr
Sales-Commercial Mgr.....Kelly Wofford
Program Director.....Bill Crable
Chief Engineer.....Harold Griffith

•

KRIS

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.—TQN—LSC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Gulf Coast Broadcasting Company
Address.....P.O. Box 840
Phone Number 6354
Transmitter Location.....Ocean Drive
Time on the Air.....Unlimited
News Service .....AP
Transcription Service.....BMI
Representative .....Free & Peters
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....T. Frank Smith
Station Manager.....R. S. Bush
Promotion Manager.....J. W. Lozier
Program Director.....Charles Nethery
Publicity Director.....J. W. Lozier
Chief Engineer.....R. S. Bush

•

KWBU

CORPUS CHRISTI—EST. 1943

ABC

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned & Operated By..Century Broadcasting
Address.....912 Commerce Street, Dallas, Texas
Phone .....Riverside 2431
Studio Address....Corpus Christi, Waco and Dallas
Transmitter Location .....Gregory,
Time on the Air.....Daytime License
News Service .....AP
Representatives.....The Branham Co.
Membership.....NAB, BMB

Personnel

President .....Carr P. Collins
Vice-Pres.-General Mgr.....Carr P. Collins, Jr.
Station Manager.....Homer Hogan
Director of Radio, Baylor Univ...John Bachman
Musical Director.....Winifred Clopton
Chief Engineer.....Nestor Cuesta, Jr.

KAND

CORSICANA—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Navarro Broadcasting Association
Address.....State National Bank Bldg.
Phone Number.....2486
Transmitter Location.....Corsicana Highway No. 75
Time on the Air.....6 a.m. to Midnight
News Service .....UP
Transcription Service..Thesaurus, M. M. Cole
Station Representative.....Walker Co.
Membership.....NAB, BMB

Personnel

President.....J. C. West
General Manager.....Aubrey H. Escoe
Commercial Manager.....Lyn Cofer
Director of Creative Sales..Edwina M. Sprague
Publicity Director.....Edwina M. Sprague
Chief Announcer.....W. B. Sprague, Jr.
Musical Director.....Rex Cromwell, II
Chief Engineer.....E. R. Hellums

For the *best* in news . . .

AP


In the Great Southwest Market
DALLAS
Studios in DALLAS and FT. WORTH
KRLD
The TIMES HERALD Station
WORTH
Exclusive CBS Outlet for DALLAS - FORT WORTH
50 K. W. 1080 K. C.
Represented by the BRANHAM COMPANY

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc.....Power: 50000 Watts
Owned-Operated By.....KRLD Radio Corp.
Address .....Hotel Adolphus
Phone Number .....Central 6811
Transmitter Location .....Garland, Texas
Time on the Air.....19½ hours
Newspaper Affiliation...Dallas Times-Herald
News Service.....INS & AP
Transcription Service.....Standard, Capitol
Representative.....The Branham Co.
Membership.....NAB, BMB

Personnel

President.....John W. Runyon
Managing Director.....Clyde W. Rembert
Commercial Manager.....Wm. A. Roberts
Asst. Manager.....J. W. Crocker
Program Director.....Roy S. George
Production Manager.....John Hicks
Chief Announcer.....Meador Lowrey
Musical Director.....Hyman Charninsky
Chief Engineer.....Roy Maddox Flynn

•

K S K Y

DALLAS—EST. 1941

Frequency: 660 Kc.....Power 1000 w. d.
Owned-Operated By.....Sky Broadcasting Service
Address .....Hotel Stoneleigh
Phone Number C-6193-4
Transmitter Location.....Bruton Road
Time on the Air.....Sunrise to Sunset
News Service ..... AP
Transcription Service .....Associated Music
Membership ..... NAB

Personnel

President.....A. L. Chilton
General Manager.....A. L. Chilton
Station Manager.....R. G. Terrill
Commercial Manager.....R. G. Terrill
Chief Engineer.....Morris M. Ming

•

W F A A

DALLAS—EST. 1922

NATIONAL BROADCASTING CO.
TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50000 Watts
Owned-Operated By.....A. H. Belo Corp.,
Address.....1122 Jackson St.
Phone Number.....R-9631
Transmitter Location .....Grapevine, Texas
Time on the Air..Sunday: 6 a.m. to midnight; Weekdays: 5:30 a.m. to midnight
Newspaper Affiliation ..Dallas Morning News
News Service.....UP, AP
Transcription Service...Thesaurus, Associated
Representative.....Edward Petry & Co.
Membership.....NAB, BMB

Personnel

President.....E. M. Dealey
General Manager.....Martin B. Campbell
Asst. Manager.....Ralph W. Nimmons
Mgr. Dir. Special.....Wayne Griffin
Sales Promotion.....Robert Summers
Program Director.....Ralph K. Maddox
Production Manager.....Ivan Wayne
Publicity Director.....Mrs. Wilbur C. Douglas
Chief Announcer.....Hal Thompson
Musical Director.....Billy Mayo
Chief Engineer.....Raymond Collins

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W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By .....City of Dallas
Address..Municipal Radio Bldg., State Fair Grounds
Phone Number ..... Tenison 3-6101
Transmitter Location .....White Rock Lake
Time on the Air.....5:30 a.m. to midnight; Sundays: 7 a.m. to midnight
News Service .....AP
Representative ..... Weed & Co.
Membership.....NAB, BMB

Personnel

Chief Executive-Station Manager.....Charles B. Jordan
Commercial Manager.....Dale Drake
Program Dir.-Publicity Dir.....Pete Teddlie
Traffic Manager.....Alice McCord
Chief Engineer.....Durward Tucker
Record MC.....Al Jones

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(CALL LETTERS TO BE ASSIGNED)
DALLAS*

Frequency: 1040 Kc.....Power: 1000 Watts
Permittee.....Variety Broadcasting Co., Inc.

*C.P.

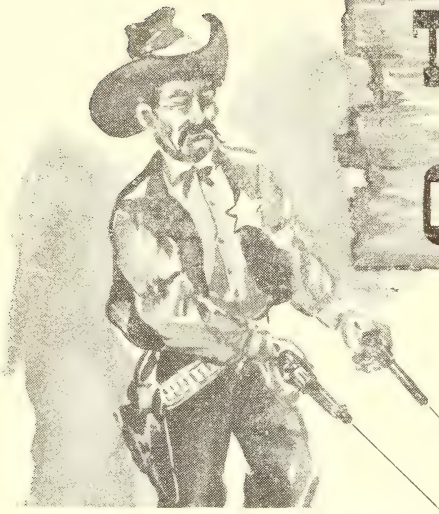
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K D N T

DENTON—EST. 1938

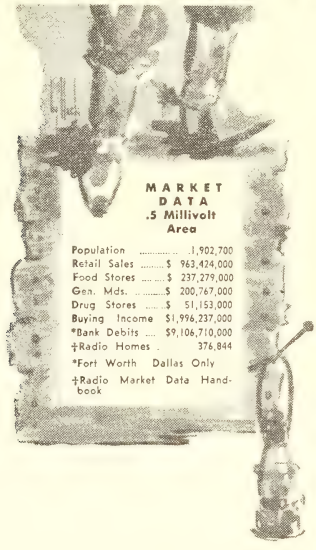
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts



TWO SHOTS FOR ONE PRICE

...cover Texas' Twin Cities with KFJZ-WRR



Yes, these two dominant Texas stations are together to double your sales impact in the billion - dollar Fort Worth - Dallas markets . . . for one budget-fitting price.

One price, with no extra costs, gives you coverage of both stations at simultaneous or separate hours.

For buying power look to Fort Worth and Dallas . . . for pulling power look to KFJZ and WRR.



TEXAS' BEST RADIO BUY

KFJZ FT. WORTH



WRR DALLAS

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

Owned-Operated By ....Harwell V. Shepard
Address .....Kimbrough Building
Phone Number 276
Transmitter Location .....Highway No. 24
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Membership ..... BMB

Personnel

General Manager.....Harwell V. Shepard

•

KROD

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM
SOUTHWEST NETWORK

Frequency: 600 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By....Dorrance D. Roderick
Address .....Wyoming & Walnut
Phone Number .....Main 2020
Transmitter Location.....Southeast El Paso
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....El Paso Times
News Service .....AP
Transcription Service .....Associated
Representative .....Taylor-Howe, Snowden
Membership.....NAB, BMB

Personnel

Owner .....Dorrance D. Roderick
General Manager.....Val Lawrence
Commercial Manager.....Cecil Trigg
Sales Promotion.....Carl Dunbar
Program Director.....Frank Junell
Chief Engineer.....Edward P. Talbott
Record MC.....Richard Weaver

•

KTSM

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By .....Tri-State Broadcasting Co.
Address .....Paso Del Norte Hotel
Phone Number .....Main 3122
Transmitter Location....Ascarate at First Ave.
Time on the Air.....6 a.m. to 11:30 p.m.
News Service .....UP
Transcription Service..Thesaurus, Lang-Worth
Representative ...George P. Hollingbery Co.
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....Karl O. Wyler
Commercial Manager.....Roy T. Chapman
Program Director.....Jack Rye
Chief Engineer.....Kenneth J. Walton

KFJZ

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....Tarrant Broadcasting Company
Address .....1201 West Lancaster
Phone Number 3-3474
Transmitter Location .....Birdville, Texas
Time on the Air.....5:30 a.m. to 1 a.m.
News Service .....AP & UP
Representative .....Weed & Company

Personnel

Pres. and Gen. Mgr.....Gene L. Cagle
Asst. Manager.....Frances Williamson
Commercial Manager.....Clyde Pemberton
Merchandising Director....Forrest W. Clough
Chief Engineer.....Truett Kimzey

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KGKO

FORT WORTH—EST. 1938

ABC—LONE STAR CHAIN

Frequency: 570 Kc.....Power: 5000 Watts
Owned By.....KGKO Broadcasting Co., Inc. and A. H. Belo Corp.
Operated By....Ft. Worth Star-Telegram and Dallas Morning News
Addresses: Medical Arts Bldg., Ft. Worth; 1122 Jackson St., Dallas
Phone Numbers: 3-1234 (Fort Worth); Riverside 9631 (Dallas)
Transmitter Location....Approx. 3 miles S.W. of Arlington
Time on the Air.....6 a.m. to 12 Midnight
Newspaper Affiliations: Fort Worth Star-Telegram; The Dallas Morning News
News Service.....AP, UP
Transcription Service.....World, Lang-Worth, Cole
Representative.....Edward Petry & Co.
Membership.....NAB, BMB

Personnel

(Ft. Worth)

President.....Amon G. Carter
Radio Supervisor.....Harold V. Hough
Station Manager.....George Cranston
National Sales Mgr.....O. Keith Baldwin
Commercial Manager.....Roy I. Bacus
Promotion Manager.....Jack Rogers
Program Director.....Ed. Lally
Production Manager.....A. M. Woodford
Mgr.-Dir. Special Events.....Wayne Griffin
Publicity Director.....Roy I. Bacus
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinton
Record MC .....Jimmy Jefferies
Farm Editor .....Layne Beaty

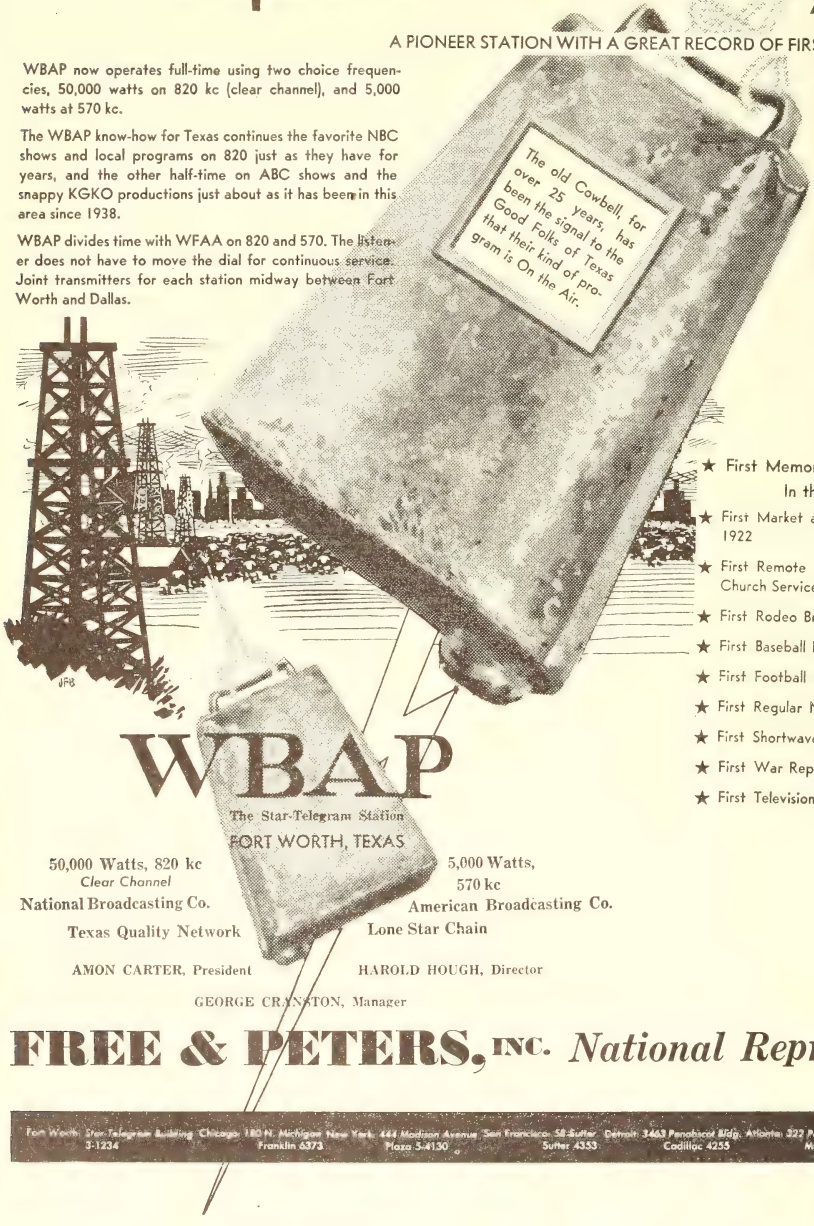
A favorite in Texas for a quarter of a century!

A PIONEER STATION WITH A GREAT RECORD OF FIRSTS ★

WBAP now operates full-time using two choice frequencies, 50,000 watts on 820 kc (clear channel), and 5,000 watts at 570 kc.

The WBAP know-how for Texas continues the favorite NBC shows and local programs on 820 just as they have for years, and the other half-time on ABC shows and the snappy KGKO productions just about as it has been in this area since 1938.

WBAP divides time with WFAA on 820 and 570. The listener does not have to move the dial for continuous service. Joint transmitters for each station midway between Fort Worth and Dallas.



★ First Memory Signal—Cowbell—1922 In the Southwest—
★ First Market and Livestock Reports—1922
★ First Remote Broadcasts of Weekly Church Services—1922
★ First Rodeo Broadcast—1923
★ First Baseball Broadcast—1927
★ First Football Broadcast—1928
★ First Regular News Period—1934
★ First Shortwave Remote—1934
★ First War Reporter to Europe—1943
★ First Television Permit—1945

WBAP

The Star-Telegram Station
FORT WORTH, TEXAS

50,000 Watts, 820 kc
Clear Channel
National Broadcasting Co.
Texas Quality Network

5,000 Watts,
570 kc
American Broadcasting Co.
Lone Star Chain

AMON CARTER, President
HAROLD HOUGH, Director
GEORGE CRANSTON, Manager

FREE & PETERS, INC. *National Representatives*

Fort Worth: Star-Telegram Building, 3-1234 · Chicago: 180 N. Michigan, Franklin 6373 · New York: 444 Madison Avenue, Plaza 5-4130 · San Francisco: 58 Sutter, Sutter 4353 · Detroit: 3463 Penobscot Bldg., Cadillac 4255 · Atlanta: 322 Palmer Bldg., Main 5667 · Hollywood: 6331 Hollywood, Hollywood 2151

KWBC

FORT WORTH—EST. 1946

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By..Worth Broadcasting Co.
Address.....Houston at 9th
Phone Number 2-9231
Transmitter Location.....Old Denton Road near Sylvania Ave.
Time on the Air.....Sunrise to sunset
News Service.....AP
Transcription Service.....Standard

Personnel

President-Owner.....Judge P. W. Seward
General-Station-Sales Mgr....James E. Rennie
Program Manager.....C. Alton Cocke
Chief Engineer.....Robert W. Chapman

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WBAP

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50000 Watts
Owned By.....Carter Publications, Inc.
Operated By.....Ft. Worth Star-Telegram
Address .....Medical Arts Bldg.
Phone Number 3-1234
Transmitter Location..Approx. 4 miles S.E. of Grapevine
Time on the Air.....(Shares time with WFAA, Dallas)
Newspaper Affiliation .....Ft. Worth Star-Telegram
News Service ..... AP
Transcription Service..WBS, Cole, Lang-Worth
Representative*.....Edward Petry & Co.
Membership.....NAB, BMB

** Effective on or about 4/27/47 . . . Free & Peters, Inc.*

Personnel

President.....Amon G. Carter
Radio Supervisor.....Harold V. Hough
Station Manager.....George Cranston
National Sales Mgr.....O. Keith Baldwin
Commercial Manager.....Roy I. Bacus
Sales Promotion.....Jack Rogers
Program Director.....Ed Lally
Production Manager.....A. M. Woodford
Publicity Director.....Roy I. Bacus
Chief Announcer.....Frank M. Mills
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinson
Record MC.....Jimmy Jefferies
Farm Editor.....Layne Beaty

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KLUF

GALVESTON—EST. 1928

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The KLUF Broadcasting Co.
Business Address.....60th & Broadway
Phone Number 6676
Studio Address.....60th & Broadway
Transmitter Location.....60th & Broadway
Time on the Air .....Unlimited license
News Service ..... UP
Transcription Service .....Standard Radio;
Representative .....William G. Rambeau

Personnel

President.....Geo. Roy Clough
General-Commercial Manager...L. D. Clough
Chief Engineer.....L. D. Clough

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KGVL

GREENVILLE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned and Operated By.....Truett Kimzey
Address .....Graham-Fagg Bldg.
Phone Number.....2063
Transmitter Location.....2 miles No. of City on Wolf Highway
Transcription Service .....KBS
Time on the Air.....Full time license

Personnel

Manager .....Earle Fletcher
Program Director.....Charles Payne

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KGBS

HARLINGEN—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By.....Harbenito Broadcasting Company, Inc.
Business Address .....P. O. Box 711
Phone Number 1400
Studio Address.....State Highway No. 83
Transmitter Location.....Highway 83
Time on the Air.....6:30 a.m. to 12 Midnight
News Service ..... AP
Transcription Service....Associated, Standard
Representative.....Howard H. Wilson Co.
Membership ..... BMB

Personnel

President .....McHenry Tichenor
General Mgr.-Station Mgr.....Trey McDaniel
Commercial Manager.....Dave Bennett
Sales Promotion.....Dave Bennett
Program Director.....Frank Parker
Chief Engineer.....W. O. Porter

(CALL LETTERS TO BE ASSIGNED)
HENDERSON*

Frequency: 1000 Kc.....Power: 250 Watts
Permittee.....Goggan Radio Sales

*C.P. Pending

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K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By...Houston Printing Corp.
Address.....2318 Polk Ave.
Phone Number .....Fairfax 7101
Studio Address.....Lamar Hotel
Transmitter Location .....Deepwater, Texas
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation .....Houston Post
News Service .....AP
Transcription Service..Thesaurus, Lang-Worth
Representative ..... Edward Petry & Co.
Membership.....NAB, BMB

Personnel

President.....W. P. Hobby
General Manager.....Kern Tips
Sales Promotion.....R. F. Herndon
Program Director.....Jack McGrew
Production Manager.....H. C. Evans
Publicity Director.....Betty Jane Gray
Musical Director.....Fred Gibbons
Chief Engineer.....H. T. Wheeler

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K T H T

HOUSTON—EST. 1944

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Texas Star Broad. Co.
Address.....711 Main Street
Phone No.....Capitol 6246
Studio Address.....Southern Standard Bldg.
Transmitter Location..315 N. Ennis St., Houston
Time on the Air.....Full time
News Service .....UP
Transcription Service.....Associated, Capitol
Membership.....NAB, BMB

Personnel

President-General Mgr.....Roy Hofheinz
Station Mgr.-Comm. Mgr.....Ted Hills
Sales Promotion Manager.....Ted Hills
Publicity Director.....Francis Gilbert
Chief Engineer.....Louis Jelly
Record MC's.....Von Reece, Bill Guy

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By.....Houston Chronicle Pub. Co.
Address .....Rice Hotel
Phone Number.....Preston 4361
Transmitter Location .. Cedar Bayou, Texas
Time on the Air.....5:30 a.m. to 12:30 a.m.
Newspaper Affiliation .....Houston Chronicle
News Service .....UP
Transcription Service.....World
Representative .....John Blair & Co.
Membership.....NAB, BMB

Personnel

General Manager.....B. F. Orr
Commercial Manager.....R. E. Bright
Merchandising Manager.....Geo. McCormick
Program Director.....Ted Nabors
Production Manager.....E. V. Fritsch
Publicity Director.....King H. Robinson
Chief Engineer.....Tom Hiner
Record MC.....John Cooke

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K X Y Z

HOUSTON—EST. 1930

AMERICAN BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated by.....Harris County Broadcast Co.
Address .....Gulf Building
Phone Number ..... Capitol 6151
Transmitter Location .....Deepwater, Texas
Time on the Air.....5 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....Standard
Representative ..... Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President and General Mgr...M. Tilford Jones
Station Manager.....Reese Reinecker
Commercial Manager.....Bill Bennett
Program Manager.....Jack Edmunds
Publicity Director.....Bettye Burke
Chief Engineer.....Gerald Chinski

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(CALL LETTERS TO BE ASSIGNED)
HOUSTON*

Frequency: 1590 Kc.....Power: 1000 w. d.
Permittee .....Texas Broadcasters

*C.P. Pending

KSAM

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By....W. J. Harpole & J. C. Rothwell
Operated By ..... J. C. Rothwell
Address ..... Walker County Fairgrounds
Phone Number 666
Transmitter Location ..... Walker County Fairgrounds
Transcription Service.....Keystone
Time on the Air.....Unlimited
News Service .....AP
Representative ..... Cox and Tanz

Personnel

Sales-Commercial Manager.....J. B. McShan
Chief Engineer.....Sam Love

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KEBE

JACKSONVILLE—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Address.....P.O. Box 1312
Phone Number.....2211
Studio Address.....Lake and Pierce St.
Transmitter Location.....Lake and Pierce St.
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....Lang-Worth; SESAC
Representative.....Walker Company
Membership ..... NAB

Personnel

Owner-Gen.-Station Mgr.....Bill Laurie
Sales Promotion.....Emo Laurie
Program Dir.-Publicity Dir.....Emo Laurie
Production Manager.....Bill Laurie
Chief Engineer.....Wm. J. McCreary, Jr.

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KOCA

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Oil Capitol Broadcasting Assn.
Operated By.....Roy G. Terry
Address .....102½ East North St.
Phone Number 616
Transmitter Location..Duvan & So. Martin Sts.
Time on the Air.....6:30 a.m. to 10 p.m.
News Service .....AP
Membership ..... BMB

Personnel

Owner.....Roy G. Terry
Station Manager.....H. A. Degner
Sales-Commercial Mgr.....H. A. Degner
Sales Promotion.....H. A. Degner
Program Director.....John C. Andrews
Production Manager.....Fred Lindquist
Chief Announcer.....George B. Craig
Chief Engineer.....Karem Soule
Record MC.....John C. Andrews

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KPAB

LAREDO—EST. 1938

MUTUAL—KEYSTONE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By
Laredo Broadcasting Co.
Address .....Hamilton Hotel
Phone Number.....2124
Transmitter Location.....300 Loring Ave.
Time on the Air.....Unlimited
Transcription Service.....ASCAP, BMI, SESAC, Keystone
Representative .... Joseph Hershey McGilvra
Membership.....NAB, BMB

Personnel

President.....Howard W. Davis
Sales Promotion Mgr.....Ted Nelson
Program Dir.-Asst. Mgr.....Ted Nelson
Publicity Director.....John G. Hazley
Chief Announcer.....Paul B. Berck
Musical Director.....Geneva Chambers
Chief Engineer.....K. Hulan Smith
Record MC.....Frank Stevens

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KFRO

LONGVIEW—EST. 1934

ABC
KEYSTONE BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Voice of Longview
Business Address ..... P. O. Box 792
Phone Number 411
Studio Address.....Glover-Crim Bldg.
Transmitter Location .....1918 Marshall-Longview Highway
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....AP
Transcription Service...Lang-Worth, Keystone
Membership.....NAB, BMB

Personnel

President.....James R. Curtis

KFYO

LUBBOCK—EST. 1927

ABC—LONE STAR CHAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Plains Radio Broadcasting Co.
Address .....914 Avenue J
Phone Number 5567-8
Transmitter Location.....2312 Fifth St.
Time on the Air.....6 a.m.
Newspaper Affiliation ..Lubbock Avalanche-Journal
News Service.....AP & UP
Transcription Service.....Associated, Cole
Representative .....Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....Gene A. Howe
Executive Gen. Mgr.....O. L. Ted Taylor
Station Manager.....DeWitt Landis
Sales-Commercial Mgr.....Rex Webster
Merchandising Manager.....Weldon George
Program Dir.-Musical Dir.....James Stiff
Production Manager.....Frank Holloway
Chief Announcer.....Frank Holloway
Chief Engineer.....W. S. Bledsoe

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KSEL

LUBBOCK—EST. 1946

Frequency: 950 Kc.....Power: 1000 w. d.
Owned Operated By.....Lubbock Broad. Co.
Address.....P.O. Box 1524
Phone Number.....6376
Studio Address.....Ferguson Bldg.
Transmitter Location.....½ mile E. of City limits
Time on the Air.....Sunup until sundown
News Service .....AP
Transcription Service.....Lang-Worth

Personnel

President .....Walter G. Russell
General-Station-Sales Mgr.....Clyde H. Smith
Sales Promotion.....Thomas Gibson
Program-Publicity Director.....Hugh Harling
Chief Announcer.....Hugh Harling
Chief Engineer.....Roger V. Hively

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(CALL LETTERS TO BE ASSIGNED)
LUBBOCK*

Frequency: 1590 Kc.....Power: 1000 w. d.
Permittee.....Caprock Broadcasting Co.

*C.P.

KRBA

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Red Lands Broadcasting Association
Business Address .....Lufkin
Phone Number 272
Studio Address .....Lufkin
Transmitter Location .....Lufkin
Time on the Air .....Unlimited license
News Service .....UP-AP
Transcription Service.....Standard Radio; Keystone
Representative .....Cox & Tanz

Personnel

Owner and Manager.....Darrell E. Yates

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KCRS

MIDLAND—EST. 1935

ABC—MBS—TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Scharbauer Estate
Business Address .....117 S. Lorainne St.
Phone Number 1080-1
Transmitter Location.....U.S. Highway 80
Time on the Air.....6:45 a.m. to 10:30 p.m.; Sunday: 7:30 a.m. to 10:30 p.m.
News Service .....AP
Transcription Service.....Thesaurus
Membership.....NAB, BMB

Personnel

President.....Ruth Scharbauer
Business Manager.....W. D. Reiger
Station Manager.....J. M. McDonald
Commercial Manager.....G. L. McDonald
Sales Promotion.....Lee Belding
Program Director.....Harlan Shade
Chief Announcer.....David Cole
Musical Director .....Wayne Harrell
Chief Engineer.....Jack Cecil

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KRIG

ODESSA—EST. 1946

MUTUAL

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By....Oil Center Broad. Co.
Address.....111 East Fifth St.
Phone Number.....2180

Transmitter Location....1½ miles south of city on Crane Highway
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....UP, World
Membership .....NAB

Personnel

President.....R. O. Canon
General-Station Manager.....John Thorwald
Commercial Manager.....John Thorwald
Sales Promotion.....E. H. Hendrick
Program Director.....Clarence M. Garnes
Publicity Director-Chief Announcer....Bill Lee
Musical Director.....William Brockins
Chief Engineer.....Earl Pace
Record MC.....J. N. Young, Jr.

•

KECK

ODESSA—EST. 1946

Frequency: 920 Kc.....Power: 1000 w. d.
Owned-Operated By..Ector County Broad. Co.
Address.....P.O. Box 672
Phone Number.....Odessa 1300
Studio Address.....120 West Third St.,; Crawford Hotel, Midland
Transmitter Location....4 miles west of city, Route 80
Time on the Air.....Sunrise to sunset
News Service.....AP
Transcription Service.....Capitol, Associate, Lang-Worth, MacGregor, Standard
Representative.....Howard H. Wilson Co.
Membership .....NAB

Personnel

Owner .....Ben Nedow
General Manager.....Jan King
Program Director.....Bill Chambers
Continuity Editor.....Glenn Hill
Commercial Mgr. (Midland).....David Cole
Chief Engineer.....James Kimbrell
Music Librarian.....Glenda Huffman
Record M.C.'s.....Paul Wynn, John Vacca

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(CALL LETTERS TO BE ASSIGNED)

ODESSA*

Frequency: 1360 Kc.....Power: 5000 w. d.
Permittee.....Odessa Broadcasting Co.

*C.P.

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KNET

PALESTINE—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By...Palestine Broad. Corp.
Address.....P.O. Box 649
Phone Number.....8686
Studio Address.....Municipal Bldg.
Transmitter Location.....Strickland Park
Time on the Air.....6 a.m. to midnight
News Service .....UP
Transcription Service.....Standard
Representative .....Hal Holman
Membership.....NAB, BMB

Personnel

Managing Director.....Gordon B. McLendon
Station Mgr.-Publicity Dir.....Joe J. Brown
Sales-Commercial Manager....Denny Sullivan
Program Director.....La Veda Wilbanks
Chief Engineer.....Don D. Dickson, Jr.

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KPDN

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Wc.....Power: 250 Watts
Owned-Operated By.....C. H. Hoiles, Harry Hoiles and Jane Hoiles Hardis
Business Address.....212 North Ballard
Phone Number 1100-1
Transmitter Location.....East of city limits
Time on the Air....16½ hours, Monday thru Saturday; 15 hours Sunday.
Newspaper Affiliation .....Pampa News
News Service ..... AP
Transcription Service .....World
Membership.....NAB, BMB

Personnel

Owner.....Harry Hoiles
Station Manager.....John Michel
Commercial Manager.....Al Donaldson
Sales Promotion Mgr.....Al Donaldson
Program Director.....Ken Bennett
Publicity Director.....Jack Guinn
Chief Announcer.....Dan Steuber
Musical Director.....Charles Maxwell
Chief Engineer.....D. E. Smith
Record MC.....Charles Maxwell

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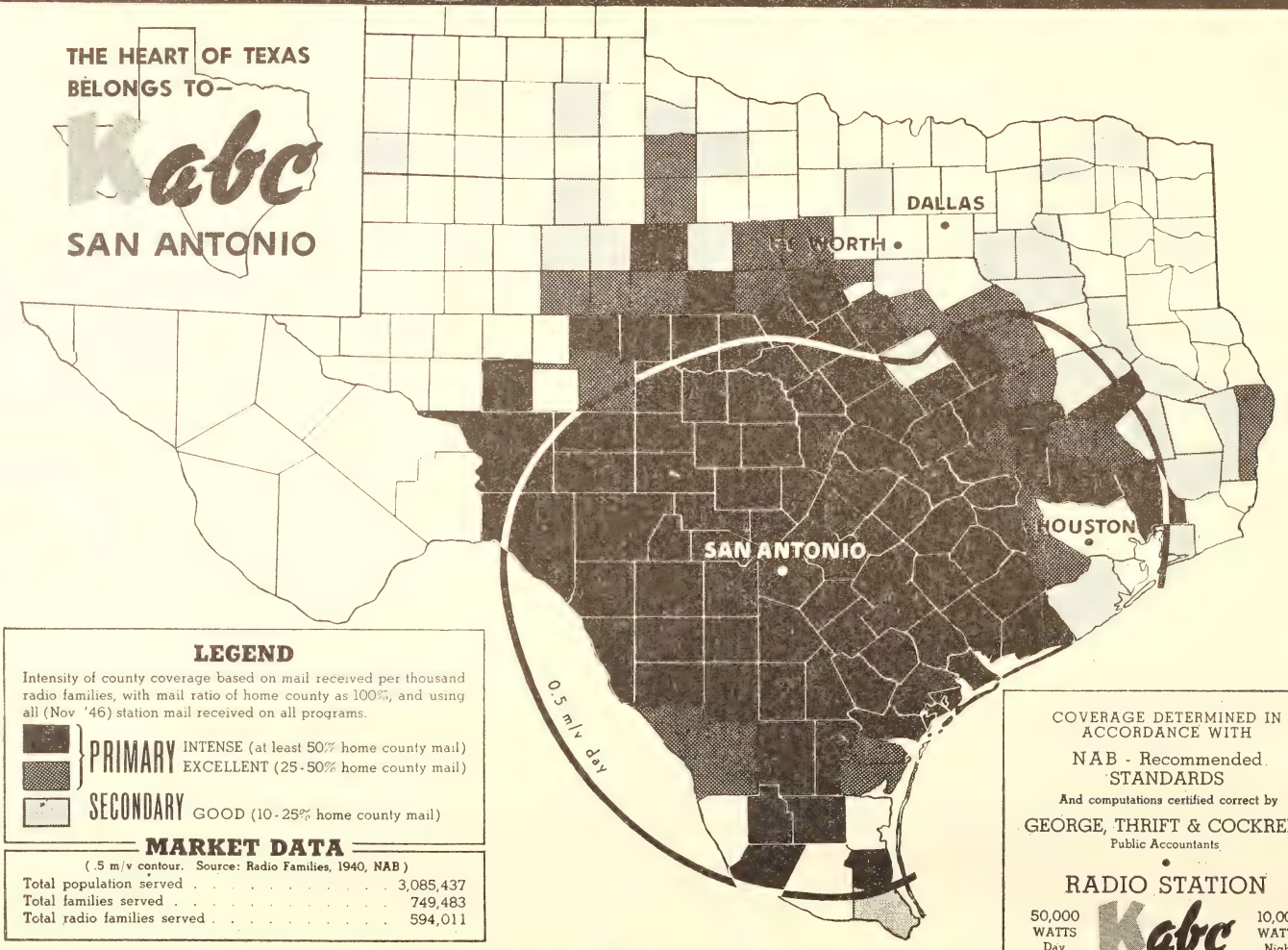
KPLT

PARIS—EST. 1936

ABC
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....North Texas Broadcasting Company

50,000 Watts on 680 KC Delivers "The Heart of Texas"



LEGEND

Intensity of county coverage based on mail received per thousand radio families, with mail ratio of home county as 100%, and using all (Nov '46) station mail received on all programs.

PRIMARY — INTENSE (at least 50% home county mail)
PRIMARY — EXCELLENT (25-50% home county mail)
SECONDARY — GOOD (10-25% home county mail)

MARKET DATA

(.5 m/v contour. Source: Radio Families, 1940, NAB)

Total population served	3,085,437
Total families served	749,483
Total radio families served	594,011

COVERAGE DETERMINED IN ACCORDANCE WITH
NAB - Recommended STANDARDS
And computations certified correct by
GEORGE, THRIFT & COCKRELL
Public Accountants

RADIO STATION
50,000 WATTS Day — Kabc — 10,000 WATTS Night
SAN ANTONIO

Ask Any Weed Salesman

Address .....Gibraltar Hotel
Phone Number 1124-5
Transmitter Location: 2¼ miles south on Texas Highway No. 24
Time on the Air.. ..6 a.m. to midnight, Sundays 7 a.m. to midnight
News Service .....AP

Personnel

Manager .....Boyd Kelley

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K I U N

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Jack W. Hawkins & Barney H. Hubbs
Address.....316 South Cedar Street
Phone Number 21
Transmitter Location .....North of city
Time on the Air.....8 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....Keystone, Cole
Representative.....Homer Griffith Co.
Membership ..... NAB

Personnel

General Manager.....Jack Hawkins
Commercial Manager.....Don Brooks
Sales Promotion.....Barney Hubbs
Program Director.....David Martin
Production Manager.....Jack Lyle
Chief Engineer.....Harry W. Boehnemann

•

K V O P

PLAINVIEW—EST. 1944

MUTUAL—KEYSTONE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....W. J. Harpole
Address .....Plainview
Phone Number.....1400
Transmitter Location.....Wayland College Grounds
Time on the Air.....6 a.m. to 11 p.m.
News Service .....AP
Transcription Service.....Standard, Keystone
Representative.....Homer Griffith Co.
Membership.....NAB, BMB

Personnel

Owner.....W. J. Harpole
General Mgr.-Station Mgr....William T. Kemp
Commercial Manager.....Kermit Ashby
Program Dir.-Musical Dir.....James E. Stanton
Chief Engineer.....Carl Cook
Record MC .....Al Turner

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By .....Port Arthur College
Address ..... 1515 Lakeshore Dr.
Phone Number 7458
Transmitter Location ....1515 Lakeshore Drive
Time on the Air.....6 a.m. to 2 a.m.
News Service.....AP & INS
Transcription Service.....Standard, World
Membership.....NAB, BMB

Personnel

President.....J. W. Williams
General Manager.....John Loftus
Station Manager.....Marge Vickers
Chief Engineer.....Glen Boatright
Record MC .....George Crouchet

•

K G K L

SAN ANGELO—EST. 1928

ABC—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGKL, Inc.
Address.....P.O. Box 850
Phone Number 6715
Studio Address.....St. Angelus Hotel
Transmitter Location .....50 South Milton
Time on the Air.....6:30 a.m. to 11 p.m.
News Service ..... AP
Representative.....John E. Pearson Co.

Personnel

President.....H. C. Ragsdale
Station Manager.....Lewis O. Seibert
Commercial Manager.....Myrl Stein
Chief Engineer.....Frank Jones

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K A B C

SAN ANTONIO—EST. 1926

ABC—TEXAS STATE NETWORK

Frequency: 680 Kc.....Power: 50000 d. 10000 n. watts
Owned-Operated By.....Alamo Broad. Co.
Address.....223 Milam Bldg.
Phone Number .....Fannin 3126
Transmitter Location.....Highway 16
Time on the Air.....6:30 a.m. to 12:30 a.m.; Sunday: 7 a.m. to midnight
News Service .....AP
Transcription Service.....World
Representative.....Weed & Co.

Personnel

President.....Gene Cagle
Station Manager.....Charles W. Balthrope
Commercial Manager.....Bill Michaels
Sales Promotion.....L. Jerry Spengler
Program Director.....Bill Michaels
Publicity Director.....L. Jerry Spengler
Chief Announcer.....Tommy Reynolds
Musical Director.....Miss Sybil Chastang
Chief Engineer.....J. B. Haigh

KCOR

SAN ANTONIO

Frequency: 1350 Kc.....Power: 1000 D.
Owned-Operated By.....Raoul A. Cortez
Address..National Bank of Commerce Bldg.
News Service .....AP
Address.....214 Broadway
Transmitter Location.....Alta Cita Street
Time on the Air.....6 a.m. to local sunset

Personnel

Manager.....Charles F. Harris
Commercial Manager.....William P. Smythe
English Program Dir.....Marvin N. Broyles
Spanish Program Dir.....Lalo G. Astol

KMAC

SAN ANTONIO—EST. 1930

MUTUAL—TEXAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Howard W. Davis, d/b as The Walmac Company
Operated By.....Howard W. Davis
Address.....Nat'l Bank of Commerce Bldg.
Phone Number ..... Cathedral 6211
Transmitter Location.....Avenue B
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... INS
Representative....Joseph Hershey McGillvra

Personnel

President-General Manager Howard W. Davis
Sales Promotion-Merchandising Manager ..... Tony Bessan
Program Director.....Tony Bessan
Production Manager.....Melba Flemming
Chief Engineer.....Ed E. Case
Record m. c.....Marvin Broyles

KONO

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Mission Broadcasting Co.
Operated By.....Eugene J. Roth
Address .....317 Arden Grove
Phone Numbers.....Fannin 5171-2-3
Transmitter Location.....317 Arden Grove
Time on the Air.....6 a.m.-midnight; Sunday.....7 a.m.-midnight
News Service ..... AP
Transcription Service.....Lang-Worth, MacGregor, SESAC.
Representative .....Forjoe & Company
Membership .....NAB, BMB

Personnel

President .....Eugene J. Roth
General Manager.....James M. Brown, Jr.
Program Director.....Albert F. LaCoste
Chief Announcer .....Raymond Hunt
Chief Engineer .....George Ing

KTSA

SAN ANTONIO—EST. 1922

CBS—LONE STAR CHAIN

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By....Sunshine Broadcasting Company
Address .....Gunter Hotel
Phone Number .....Garfield 1251
Transmitter Location .....St. Hedwig Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....AP & UP
Transcription Service .....Lang-Worth; SESAC, Asscciated.
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB

Personnel

President .....Gene A. Howe
General Manager.....George W. Johnson
Station Manager.....George W. Johnson
Sales-Commercial Manager.....Rex Preis
Publicity Manager.....Owen Johnson
Program Director.....Merrill Myers
Chief Announcer-Production Mgr...Pat White
Chief Engineer .....W. G. Egerton

WOAI

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
Owned-Operated By.....Southland Industries, Inc.
Address .....1031 Navarro Street
Phone Number .....Garfield 4221
Transmitter Location .....Selma, Texas
Time on the Air.....5:45 to 12 midnight
News Service.....AP, INS, UP
Transcription Service....Standard, Lang-Worth
Membership .....NAB, BMB

Personnel

Chairman of Board.....G. A. C. Halff
Pres. and Gen. Mgr.....Hugh A. L. Halff

Station Manager .....Hugh A. L. Halff
Commercial Manager.....Jack Keasler
Sales Promotion-Pub. Dir.....Fred A. Peery
Program Director.....Harold Carr
Production Manager.....Monte Kleban
Musical Director.....Melvin Winters
Chief Engineer .....Charles Jeffers

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KRRV

SHERMAN-DENISON—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By .....Red River Valley Broadcasting Corporation
Addresses .....421 N. Crockett St.; Fannin & Owing Sts., Denison, Texas.
Phone Numbers..201 (Sherman); 423 (Denison)
Transmitter Location.....Highway 75 (between Sherman and Denison)
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service.....World, Standard
Representative ....Advertising Time Sales Co.
Membership .....NAB, BMB

Personnel

President.....G. H. Wilcox
Mgr.—Sherman Studio.....L. L. Hendrick
Mgr.—Denison Studio.....B. V. Hammond, Jr.
Sales Manager, Sherman.....Otis McKinzie; Denison .....Orvin Franklin
Program Director, Sherman.....W. E. Wilcox; Denison .....Weldon Robinson
Musical Director.....Doris Matlock
Chief Engineer.....T. E. Spellman

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KXOX

SWEETWATER—EST. 1939

KEYSTONE BROADCASTING SYSTEM
MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Sweetwater Radio, Inc.
Address.....P. O. Box 570
Phone Number 2341
Transmitter Location .....Highway No. 70
Time on the Air.....6:45 a.m.-11 p.m.
News Service .....UP
Transcription Service..... Standard
Membership ..... BMB

Personnel

President.....J. S. McBeath
Gen. Mgr. Station Mgr.....J. Harley Hubbard
Sales Promotion.....Elwood Fritsch
Program Director.....Zeb Williams
Production Manager..... Bill Herring
Chief Engineer .....J. T. Allen

KTEM

TEMPLE—EST. 1936

ABC—KBS
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Broadcasting Co., Inc.
Business Address.....Box 186
Phone Number..... 52523
Studio Address.....Kyle Hotel
Transmitter Location....1/10 mile north of city
Time on the Air.....6 a.m.-11 p.m.
Sunday .....7:30 a.m.-11 p.m.
News Service .....UP
Membership .....NAB, BMB

Personnel

Pres.-Gen. Mgr.....Frank W. Mayborn
Station Manager.....Burton Bishop
Commercial Manager.....Chas. F. Whitesides
Merchandising Manager.....Floyd Smith
Program Director.....Ed Callaway
Chief Engineer .....Earl N. Bodene

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KCMC

TEXARKANA—EST. 1932

ABC
TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....KCMC, Inc.
Address .....317 Pine St.
Phone Number 832
Transmitter Location .....317 Pine St.
Time on the Air.....6 a.m. to 12 p.m.
News Service ..... AP
Transcription Service..... Thesaurus
Representative..... Taylor-Howe-Snowden Radio Sales.
Membership .....NAB, BMB

Personnel

General Manager.....Frank O. Myers
Sales Manager.....Thomas Dillahunty
Merchandising Manager.....Donald H. Myers
Program Director.....Herman Cecil
Chief Engineer .....Harvey Robertson

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KTFS

TEXARKANA—EST. 1946

MUTUAL

Frequency 1400 Kc.....Power 250 Watts
Owned-Operated By.....Texarkana Broadcasting Co.
Business Address.....409½ State Line Ave.
Phone Number 867

Transmitter Location.....South Robinson Rd.
Time on the Air.....6 a.m.-midnight
Transcription Service..... World
Representative .....Homer Griffith
Membership ..... NAB

Personnel

Owner .....Texarkana Broadcasting Co.
General-Station Mgr.....David M. Segal
Record MC-Program Dir.....Les Eugene
Musical Director.....Bob Lawrence
Chief Engineer .....Henry N. Fones

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K G K B

TYLER—EST. 1929

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....James G. Ulmer and James G. Ulmer, Jr.
Address .....115 South College Street
Phone Number 1106-7
Transmitter Location.....Sandflat Road
Time on the Air.....6 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Standard Radio
Membership ..... NAB, BMB

Personnel

President and Gen. Mgr.....Jas. G. Ulmer
Commercial-Production Mgr.....M. E. Danbom
Sales Promotion.....Jas. G. Ulmer
Program-Publicity Dir.....Martha Davenport
Chief Announcer.....John P. York
Chief Engineer.....John B. Sheppard
Record MC .....J. Edwin Smith

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K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Northwestern Broadcasting Co.
Address .....1813 Wilbarger Street
Phone Number 1048
Transmitter Location....1 mile east of Vernon
Newspaper Affiliation....Vernon Daily Record
Time on the Air.....6:45 a.m.-10:15 p.m.
News Service ..... AP
Transcription Service .....Cole

Personnel

President.....R. H. Nichols
General-Station Manager.....W. D. Dixon
Commercial Manager.....W. D. Dixon
Program Director.....Bob Hardison
Chief Engineer.....Herman F. Ridgway

K V I C

VICTORIA—EST. 1940

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Radio Enterprises, Inc.
Business Address..Victoria Bank & Trust Bldg.
Phone Numbers 1106-1107-1268
Studio Address.....Cuero Highway
Transmitter Location ..... Cuero Highway
Time on the Air .....6:45 a.m. to 11 p.m.
News Service .....AP
Transcription Service ..... World

Personnel

President .....Morris Roberts
General-Commercial Manager....Jerry Fisher
Chief Engineer.....Robert McCown

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K W T X

WACO—EST. 1946

MUTUAL

Frequency 1230 Kc.....Power, 250 Watts
Owned-Operated By..KWTX Broadcasting Co.
Business Address.....108½ South 6th St.
Transmitter Location.....35 miles SW of 12th on Pierrard Road.
Time on the Air.....6 a.m.-midnight
News Service..... AP
Transcription Service .....Thesaurus
Representative .....Howard H. Wilson Co.
Membership ..... NAB

Personnel

President .....Beauford H. Jester
General-Station Mgr.....M. N. Bostick
Commercial Manager.....Ray A. Lewis
Sales Promotion.....Mack Brinegar
Program-Publicity Dir.....Wm. E. Close, Jr.
Musical Director.....June Kittrell
Chief Engineer .....Leo Burch

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W A C O

WACO—EST. 1922

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK

Frequency, 1460 Kc.....Power, 1,000 Watts
Owned-Operated By.....Frontier Broadcasting Co., Inc.
Address .....Amicable Bldg.
Phone Number 5315
Transmitter Location.....South 12th St. Rd.
Time on the Air.....6 a.m.-midnight
News Service .....AP

Representative.....Weed & Co.
Membership ..... NAB

Personnel

President ..... Gene L. Cagle
General Manager.....R. E. Lee Glasgow
Commercial Manager.....Stanley Wilson
Musical Director.....Mary Holliday
Chief Engineer .....L. H. Appleman

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K R G V

WESLACO—EST. 1926

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....KRGV, Inc.
Address ..... 201 Border
Phone Number 375-6
Transmitter Location .....201 Border
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP & UP
Transcription Service.....Standard, Lang-Worth, SESAC.
Representative .....Taylor-Howe-Snowden
Membership ..... NAB, BMB

Personnel

Executive General Manager..O. L. Ted Taylor
Station Manager.....Byron W. Ogle
Sales-Commercial Mgr.....Phil Dixon
Sales Promotion-Pub. Dir.....Thelma Pearce
Program Director.....Bernie Barth
Chief Announcer.....Clarence McKasson
Chief Engineer .....O. Lewis Hartwig
Record MC .....Clarence McKasson

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K W F T

WICHITA FALLS—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By...Wichita Broadcast. Co.
Business Address .....Box 420
Phone Numbers 4182-3
Studio Address ..... Kemp Hotel
Transmitter Locatoin.....3½ miles w. of city
Time on the Air.....6 a.m. to midnight
News Service ..... UP
Transcription Service.....Standard
Representative.....Paul H. Raymer Co.
Membership ..... NAB, BMB

Personnel

Owner.....Joe B. Carrigan
General Manager.....Charles E. Clough
Merchandising Manager.....A. L. Pierce
Publicity Director.....A. L. Pierce
Musical Director.....Lillie Mae Comiskey
Chief Engineer..... John Adams
President.....Joseph B. Carrigan

UTAH

Estimated Population, 647,102—Radio Homes, 154,111
Stations in State—13

K S U B

CEDAR CITY—EST. 1937

CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Utah Broadcasting Co.
Address.....El Escalante Hotel
Phone Numbers.....398, 294
Transmitter Location.....Cedar City
Time on the Air.....7 a.m. to 10 p.m.
Transcription Service.....World, Keystone
Membership .....NAB

Personnel

President.....Ivor Sharp
General Manager.....Lennox Murdock
Station Manager.....Roscoe A. Grover
Chief Engineer.....Henry C. Mattingly

K V N U

LOGAN—EST. 1938

MBS-KBS
INTERMOUNTAIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cache Valley Broadcasting Company
Business Address.....1393 N. Main St.
Phone Number 1400
Transmitter Location.....1393 North Main St.
Time on the Air.....6 a.m. to 11:30 p.m.
News Service ..... UP
Transcription Service.....World
Representative .....Avery-Knoedel

Personnel

President .....Herschel Bullen
General-Station Manager-Secretary-Treasurer .....Reed Bullen

Chief Engineer.....Carroll Secrist
Record MC.....Thomas Wayman

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K L O

OGDEN—EST. 1929

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Interstate Broadcasting Corporation
Business Address.....Hotel Ben Lomond
Phone Number 5721-2
Transmitter Location .....Kanesville, Utah
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service.....Standard Radio
Representative.....Lewis A. Avery
Membership ..... BMB

Personnel

President-Gen. Mgr.....A. L. Glasmann
Station Manager.....George B. Morgan
Sales-Commercial Mgr. .....Frank Kaull
Publicity Director.....Jim Mues
Chief Engineer .....Wayne Booth

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K L W T

OGDEN—EST. 1946

Frequency, 730 Kc.....Power, 1,000 Watts, day only.
Owned-Operated By.....James B. Littlejohn
Address..... P. O. Box 927, W. 12th St.
Transmitter Location.....West 12th St.
Time on the Air.....Local sunrise to sunset
News Service..... AP
Transcription Service..... Associated
Representative.....Homer Griffith Co.

Personnel

Owner-Gen. Mgr.....James B. Littlejohn
Program Director.....Mary S. Barber
Chief Announcer.....Clifton Owen
Musical Director.....Mary S. Barber
Chief Engineer.....Robert Sevy

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K O A L

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK-KBS

Frequency, 1230 Kc.....Power, 250 Watts
Owned-Operated By .....Eastern Utah Broadcasting Co.
Business Address ..... Price
Phone Number ..... Price 200
Transmitter Location .....Price
Time on the Air.....7 a.m.-11 p.m. (unlimited)
News Service .....UP
Representative .....Lewis Avery (for Intermountain Network)
Membership .....NAB, BMB

Personnel

President and Gen. Mgr.....Jack Richards
Chief Engineer.....P. J. Bowman

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K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KOVO Broadcasting Co.
Address .....108 West Center Street
Phone Number 1680-1
Transmitter Location.....307 So. 17th West
Time on the Air.....6 a.m. to 12 midnight
News Service ..... AP
Transcription Service .....Thesaurus
Representative..... Lewis Avery
Membership ..... NAB, BMB

Personnel

President-Gen. Mgr.....Clifton A. Tolboe
Program Director .....Arthur Mortensen
Chief Engineer .....Parley Rasmusson
Record MC .....Dean Ludlow

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(CALL LETTERS TO BE ASSIGNED)
PROVO*

Frequency 1490 Kc.....Power, 250 Watts
Permittee.....Central Utah Broadcasting Co.

C.P. Pending

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K A L L

SALT LAKE CITY—EST. 1945

MUTUAL—INTERMOUNTAIN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By...Salt Lake City Broadcasting Co.
Address.....248 S. Main St.
Phone Number..... 4-1843—4-6491
Transmitter Location.....382 W. Gregson St.
Time on the Air.....Unlimited
Newspaper Affiliation.....Salt Lake Tribune-Telegram.
News Service .....UP, INS, AP
Transcription Service.....Associated, Cole, MacGregor, BMI
Representative .....Avery-Knodel, Inc.

Personnel

General Manager.....George C. Hatch
Station Manager .....Alvin G. Pack
Commercial Manager....Thomas H. Anderson
Chief Engineer.....Stanley Benson
Record MC .....Al Collins

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KNAK

SALT LAKE CITY

Frequency: 1400 Kc.....Power: 250 Watts
Owner: Granite District Radio Broadcasting Co.
Operated By.....Howard D. Johnson
Address.....219 Continental Bank Bldg.
Phone Numbers.....5-8113 and 5-7988
Transmitter Location.....1016 So. 6th West
Time on the Air.....7 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....Lang-Worth
Representative..Joseph Hershey McGillvra, Inc.

Personnel

President-General and Station Manager.....Howard D. Johnson
Sales-Commercial Manager.....Hale Byron
Sales Promotion.....Howard M. Buchman
Musical Director.....Donald Penman
Record M. C.....Arlond Taylor
Chief Engineer.....James B. Littlejohn

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KDYL

SALT LAKE CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
Owned By .....Intermountain Broadcasting Corporation
Operated By.....S. S. Fox
Address .....Tribune-Telegram Bldg.
Phone Number 5-2991
Transmitter Location....11th W. & 33rd S. St.
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... INS; UP
Transcription Service ....World Broadcasting System; NBC Thesaurus
Representative .....John Blair & Company
Membership .....NAB, BMB

Personnel

President and Gen. Mgr.....S. S. Fox
Sales Managers...George A. Provol, National; E. J. Drucker, local.
Program Director.....Emerson S. Smith
Production Manager.....Kay W. Richins
Publicity Director.....Frank K. Baker
Chief Announcer.....Allen Moll
Musical Director.....Eugene Je'esnik
Chief Engineers.....Charles L. Stockdale, John M. Baldwin.

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KSL

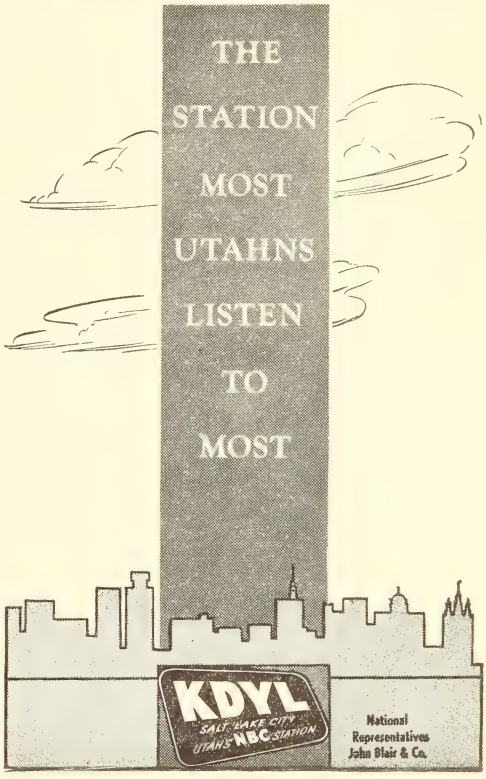
SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
Owned-Operated By.....Radio Service Corporation of Utah
Address.....10 So. Main St.
Phone Number 5-4641
Transmitter Location .....Saltair, Utah
Time on the Air.....6 a.m. to 1 a.m.
Transcription Service.....Standard; Lang-Worth; Associated
News Service.....AP, UP
Representative .....Edward Petry & Company
Membership..... NAB, BMB

Personnel

President.....J. Reuben Clark, Jr.
General Manager-Vice-President...Ivor Sharp
Exec. Asst. in Charge Public Affairs.....Ralph W. Hardy
Commercial Manager.....F. B. McLatchy
Exec. Asst. in Charge of Engineering.....C. Richard Evans



KUTA

SALT LAKE CITY—EST. 1938

ABC
ROCKY MOUNTAIN NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.... Utah Broadcasting & Television Co.
Address .....29 South State Street
Phone Number 3-2737
Transmitter Location .....North Salt Lake
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....The Katz Agency
Membership.....NAB, BMB

Personnel

President-Gen. Manager....Frank C. Carman
Commercial Manager.....Jack A. Burnett
Sales Promotion-Merchandising Manager....Jack A. Burnett
Chief Engineer.....Wendell Bell

KJAM

VERNAL—EST. 1946

Frequency: 1340 Kc.....Power 250 Watts
Owned-Operated By..Uintah Broadcasting Co.
Address .....Hotel Vernal
Transmitter Location.....Hotel Vernal
Time on the Air.....7 a.m. to 10 p.m.
Transcription Service .....World
Representative.....Homer Griffith, Inc.
Membership ..... NAB

Personnel

President-Owner.....James C. Wallentine
General Manager.....Howard D. Johnson
Station Manager-Program Director.....Leland E. Walker
Commercial Manager-Sales Promotion Mgr...Clem L. Rawlins, Jr.
Chief Engineer.....David A. King
Record MC.....Lee Walker

VERMONT

Estimated Population 336,816—Radio Homes 81,937
Stations in State 5

WCAX

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....WCAX Broadcasting Corp.
Address.....137 Main St.
Phone Number.....Burlington 2000
Transmitter Location.. ....Colchester, Vermont
Time on the Air.....6:20 a.m. to 12:05 a.m.; Sundays: 8 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Weed & Company
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....C. P. Hasbrook
Commercial Manager.....John D. Swan
Program Director.....Robert L. Burger
Production Manager.....Milton R. Slater
Chief Engineer.....James W. Tierney
Record MC.....Robert L. Burger

WJOY

BURLINGTON—EST. 1946

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated Ey....Vermont Broad. Corp.
Address.....633 Main Street
Phone Number.....Burlington 5430
Transmitter Location.....633 Main Street
Time on the Air.....17 hours
News Service .....AP
Transcription Service.....Thesaurus
Representatives....Joseph Hershey McGillvra, Inc.; Bertha Bannan
Membership ..... NAB

Personnel

President.....D. W. Howe
Station Mgr.-Program Dir.....A. E. Spokes
Commercial-Sales Mgr.....T. R. Morrow
Production Manager .....Val Carter
Musical Director.....Robert Hildreth, Jr.
Chief Engineer.....John C. Quill

WSYB

RUTLAND—EST. 1930
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK—KBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....P. Weiss Music Co.
Address ..... 80 West Street
Phone Number 1247
Transmitter Location .....Creek Road
Time on the Air.....7:15 a.m. to 11:15 p.m.
News Service .....UP
Representative.Joseph Hershey McGillvra, Inc.
Membership.....NAB, BMB

Personnel

President and General Mgr.....Philip Weiss
Station Manager.....J. H. Weiss
Commercial Manager.....P. Weiss
Chief Announcer.....Ira Huey
Chief Engineer.....N. K. Ransom

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WWSR

ST. ALBANS——EST. 1941
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 w. d.
Owned-Operated By.....Vermont Radio Corp.
Address .....32 N. Main St.
Phone Number 1390
Transmitter Location.....Swanton Road
Time on the Air.....Daytime
Transcription Service .....World
Representative.....Howard H. Wilson Co.

Personnel

President .....Lloyd Squier
General Mgr.-Station Mgr.....Warren Marsden
Chief Engineer.....Theodore Boisvert

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WDEV

WATERBURY—EST. 1931
MUTUAL—YANKEE—KBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By .....Lloyd E. Squier & William G. Ricker
Address ..... 8 Stowe St.
Phone Number 13
Transmitter Location .....Blush Hill
Time on the Air.....6 a.m. to local sunset
News Service ..... UP
Transcription Service.....World Broadcasting
Representative .....Howard H. Wilson Co.
Membership ..... BMB

Personnel

President.....Lloyd E. Squier
General Mgr.-Station Mgr.....Lloyd E. Squier
Commercial Manager.....Harrison Fowler
Program Director.....Tom Dodd
Chief Announcer.....Fred Haggerty
Chief Engineer.....Paul A. Hurd

VIRGINIA

Estimated Population, 3,054,565—Radio Homes, 605,836
Stations in State—31

WPIK

ALEXANDRIA—EST. 1945

Frequency: 730 Kc.....Power: 1000 w. d.
Owned-Operated By....Potomac Broad. Corp.
Address.....Hotel George Mason
Phone Number.....OVerlook 3000
Transmitter Location.....Telegraph Road
Time on the Air.....Sunrise to Sunset
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative..Joseph Hershey McGillvra, Inc.
Membership ..... NAB

Personnel

President.....Howard B. Hayes
General Mgr.-Station Mgr...Howard B. Hayes
Vice-Pres., Asst. Mgr.....Carl L. Lindberg
Merchandising Manager.....Perry P. Walders
Program Director.....Willard Dougherty
Publicity Director.....Joyce Dougherty
Musical Director.....Herbert Deberry
Chief Engineer.....Carl L. Lindberg

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WARL

ARLINGTON—EST. 1946

Frequency: 780 Kc.....Power: 1000 w. d.
Owned-Operated By.....Northern Virginia Broadcasters, Inc.
Address.....3102 N. 10th Rd.
Phone Number.....OWens 7800
Transmitter Location.....Bailey's Cross Road
Time on the Air.....Sunrise to sunset
News Service.....UP
Transcription Service.....Capital, Standard
Representative.....Universal Radio Sales
Membership ..... NAB

Personnel

President-Owners....R. Kilbourne Castell and Frank U. Fletcher
Chief Engineer.....Earl Merryman

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WEAM

ARLINGTON—EST. 1947

Frequency: 1390 Kc.....Power: 250 Watts
Owned-Operated By.....Arlington-Fairfax Broadcasting Corp., Inc.
Address.....Radio Bldg., 2020—16th St., N.
Time on the Air.....Unlimited

Personnel

President .....Haynard Magruder
Commercial Manager.....Perry Walders

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WCHV

CHARLOTTESVILLE—EST. 1934

KBS—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
Address .....Fourth & East Market Sts.
Phone Number 2500
Transmitter Location.....Richmond Road
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service..... AP
Transcription Service .....Standard
Representative.....Cox & Tanz

Personnel

Owner .....Charles Barham, Jr.
Station Manager.....Randolph Bean
Chief Engineer.....Walter Gray

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WKEY

COVINGTON—EST. 1941

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Address.....P. O. Box 629
Phone Number 840
Transmitter Location.....Clifton Forge Rd.
Time on the Air.....7:00 a.m.-11:00 p.m.
News Service .....UP
Transcription Service .....World
Membership ..... NAB

Personnel

Owner.....Earl M. Key
General Mgr.-Station Mgr.....Earl M. Key
Commercial Manager.....Carroll Harrison
Chief Engineer.....Lawrence L. Kennedy

WBTM

DANVILLE—EST. 1930

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Piedmont Broadcasting Corporation
Address .....Hotel Danville Building
Phone Number 2350
Transmitter Location.....River Road
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service .....AP

Personnel

President.....L. N. Dibrell
General Mgr.-Station Mgr....R. Sanford Guyer
Sales Mgr.-Sales Promotion....E. G. Gardner
Chief Engineer.....Lyle Motley
Record MC.....Ray Schreiner

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WDVA

DANVILLE—EST. 1947

Frequency: 1250 Kc...Power: 5000 Watts Day—1000 watts night
Owned-Operated By .....Virginia-Carolina Broadcasting Corp.
Address.....American National Bank Bldg.
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Service .....UP
Transcription Services.....World, Capitol

Personnel

President.....J. D. Pruitt
General Manager.....Walter M. Windsor
Chief Engineer.....Henry D. Lea

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WFVA

FREDERICKSBURG—EST. 1939

ABC—KBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By....Fredericksburg Broadcasting Corporation
Business Address.....Drawer 269
Phone Number 1261
Studio Address.....528 Wolfe St.
Transmitter Location.....King's Highway
Time on the Air.....7 a.m. to 10:30 p.m.
Representative ..... Burn-Smith

Personnel

President.....Richard F. Lewis, Jr.
Station Mgr.-Sales Mgr....Walter F. Harris, Jr.
Chief Engineer.....W. S. Candler

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WBOB

GALAX—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Carrol-Grayson Broadcasting Corp.

Business Address .....Galax
Phone Number.....300
Studio Address.....Popular Knob Road
Transmitter Location.....Popular Knob Road
News Service.....AP

Personnel

President.....Robert V. Morris
General Manager.....John W. Shultz
Chief Engineer.....Carl E. Duckett

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W S V A

HARRISONBURG—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Shenandoah Valley Broadcasting Corporation
Address .....Newman Building
Phone Number.....875 or 550
Transmitter Location .....Five miles south of Harrisonburg on U. S. Route 11
Time on the Air ..... 6 a.m. to local sunset
News Service .....UP
Transcription Service.....Standard, Cole
Representative .....Weed & Co.
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Fred Allman
Commercial Manager....Robert B. Harrington
Sales Promotion Mgr.....Robert B. Harrington
Program Director.....R. H. Dick Johnson
Publicity Director.....R. H. Dick Johnson
Chief Announcer.....Richard Eyrich
Musical Director.....R. H. Dick Johnson
Chief Engineer.....Warren L. Braun
Record MC.....Hod A. Love

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W L V A

LYNCHBURG—EST. 1930

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lynchburg Broadcasting Corp. ....
Address .....Allied Arts Bldg.
Phone Number 3030
Transmitter Location.....Morgan Street
Time on the Air.....17 hours, 35 minutes
News Service .....AP
Transcription Service....Lang-Worth; Standard
Membership ..... NAB

Personnel

President.....Edward A. Allen
General Manager.....Philip P. Allen
Commercial Manager.....Jos. F. Wright, Jr.
Sales Promotion.....Jos. F. Wright, Jr.
Program Director.....Eric F. Lund
Chief Engineer.....John T. Orth

W M V A

MARTINSVILLE—EST. 1941

NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power 250 Watts
Owned-Operated By.....Martinsville Broadcasting Co., Inc.
Business Address .....Martinsville
Phone Number 2152
Studio Address.....Figsboro Road
Transmitter Location.....Figsboro Road
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service.....Keystone
Membership.....NAB, BMB

Personnel

President.....William C. Barnes
General Manager.....John W. Shultz
Commercial Manager.....C. Robert Ray
Sales Promotion Mgr.....Charles F. Adams
Program Director.....Barbara Harding
Publicity Director.....Charles F. Adams
Chief Announcer.....Charles Harville
Musical Director.....Holladay Yeaman
Chief Engineer.....Dewey W. Muse
Record MC.....Barbara Harding

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W G H

NEWPORT NEWS—EST. 1928

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Hampton Roads Broadcasting Corporation
Business Address .....Portlock Bldg., Norfolk, Va.
Phone Numbers.....Norfolk 27031
Newport News 71312
Studio Address.....Portlock Bldg., Norfolk; Warwick Hotel, Newport News, Va.
Transmitter Location ...End Jefferson Avenue, Newport News, Va.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7:15 a.m. to 1 a.m.
Newspaper Affiliation: Newport News Daily Press; Newport News Times-Herald
News Service ..... AP
Transcription Service....Standard, Lang-Worth
Representative .....Burn-Smith Company
Membership.....NAB, BMB

Personnel

President..... ..Raymond B. Bottom
Vice-Pres.-Gen. Mgr. .....Edward E. Bishop
Station Manager.....Edward E. Bishop
Commercial Manager.....Edward E. Edgar
Program Director.....Jack A. Black
Publicity Director.....Edward E. Edgar
Chief Engineer.....Charles A. Runyan
Record MC.....George Thomas

WLOW

NORFOLK—EST. 1946

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Commonwealth Broadcasting Corp.
Address.....Granby St. & Brooke Ave.
Transmitter Location.....Western Branch, Va.
Time on the Air.....Sunrise to Sunset
News Service.....UP
Transcription Service.....Associated
Membership.....NAB

Personnel

President.....E. L. Scott
Vice-Pres.-General Mgr.....Robert Wasdon
Station Mgr.-Commercial Mgr.....Coburn Gum
Program Director.....Raymond Penner
Chief Engineer.....Jack Siegel

WTAR

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By..Norfolk Newspapers, Inc.
Address ...National Bank of Commerce Bldg.
Phone Number.....25671
Transmitter Location.....Glen Rock
Time on the Air.....6 a.m. to 1 p.m.
Newspaper Affiliation.....Norfolk Newspapers, Inc.
News Service.....AP; UP
Transcription Service.....Standard Radio, Langworth
Representative.....Edward Petry & Co.
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....Campbell Arnoux
Commercial Manager.....John W. New
Program Director....Henry Cowles Whitehead
Production Manager.....Clyde Moser
Chief Engineer.....John Peffer
Record MC.....Trafton Robertson

WNVA

NORTON—EST. 1945

MUTUAL—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Blaufox Radio Co., Inc.
Address.....Norton, Va.
Time on the Air.....7 a.m. to 11 p.m.
Representative.....Burn-Smith

Personnel

Manager.....Jack Helms

WSSV

PETERSBURG—EST. 1945

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Southside Virginia Broadcasting Corp.
Address.....112 W. Tabb Street
Phone Number.....3881-2
Transmitter Location....Lt. Run, East Bank St.
Time on the Air.....6:30 a.m. to midnight
News Service.....AP
Transcription Service.....Standard
Representative.....Burn-Smith
Membership.....BMB

Personnel

Pres. and Gen. Mgr.....Louis H. Peterson
Sales Manager.....Roger J. Hickey
Commercial Manager.....Arthur Beckwith
Merchandising Manager....Alex M. Campbell
Program Director.....Paul C. Louther
Production Manager.....Mary Ruth Carroll
Publicity Director.....Nellie W. Andrews
Chief Announcer.....John B. H. Louther
Musical Director.....Carl A. Hart
Chief Engineer.....Edward F. Schwarz
Record MC.....Don Laiffer

WSAP

PORTSMOUTH—EST. 1943

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Portsmouth Radio Corp.
Address.....Professional Bldg.
Phone Number.....6383
Transmitter Location.....1318 Spratley St.
Time on the Air.....6 a.m. to 1 a.m.; Sunday: 8 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....World, Thesaurus
Representative..Joseph Hershey McGillvra, Inc.
Membership.....NAB

Personnel

President.....Tom Gilman
General Manager.....T. W. Aydlett
Sales Manager.....Jack Norfleet
Program Director.....Ernest Tannen
Publicity Director.....Abbot Lutz
Chief Engineer.....Frederic F. Clair

WPUV

PULASKI—EST. 1946

MUTUAL—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broad. Co.
Address.....Pulaski, Va.
Phone Number.....3-3931
Transmitter Location.....Cool Springs
Time on the Air.....6 a.m. to 11:15 p.m.
Newspaper Affiliation...The Southwest Times
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Sears & Ayer, Inc.
Membership.....NAB

Personnel

Owner.....Howard R. Imboden
General Manager.....Robert C. Wolfenden
Chief Engineer.....Fitzgerald McDaniel
Record MC.....James H. Mayes, Jr.

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WBBL*

RICHMOND—EST. 1924

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grace Covenant Presbyterian Church
Address.....1627 Monument Avenue
Phone Number.....57941
Transmitter Location ...1627 Monument Ave.
Time on the Air: Special hours on Sundays only
*(Non-Commercial Station)

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WLEE

RICHMOND—EST. 1945

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Thomas Tinsley, Jr.
Address.....Broad-Grace Arcade
Phone Number.....3-6741
Transmitter Location.....Colorado Ave. and Sumpter Street
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....Headley-Reed
Membership.....BMB

Personnel

President.....Thomas G. Tinsley, Jr.
General Manager.....Irvin G. Abeloff
Operations Manager.....R. W. Baker
Musical Director.....Roberta J. Morris
Chief Engineer.....George W. McGuigan, Jr.

WRNL

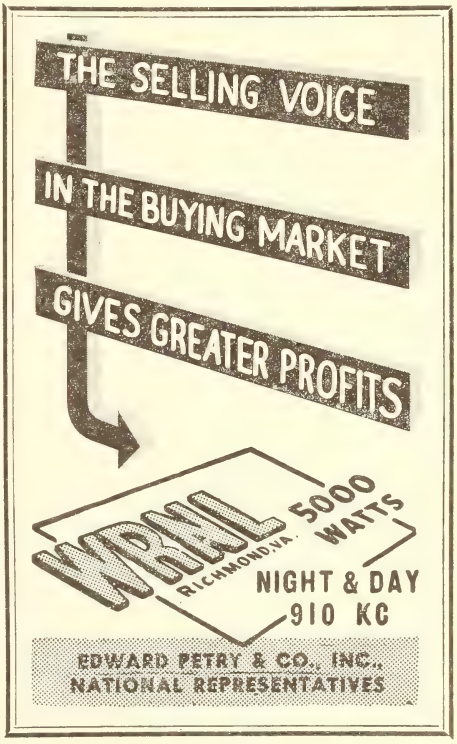
RICHMOND—EST. 1929

ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By....Richmond Radio Corp.
Address.....323 E. Grace St.
Phone Number.....33436
Transmitter Location.....Wilkinson Road
Time on the Air.....5:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
Newspaper Affiliation.....Richmond Newspapers, Inc.
News Service.....AP
Transcription Service.....Standard, Capitol
Representative.....Edward Petry & Co.
Membership.....NAB, BMB

Personnel

President.....D. Tennant Bryan
General Manager.....E. S. Whitlock
Commercial Manager.....E. S. Whitlock
Assistant Manager.....G. Mallory Freeman
Production Manager.....Richard A. Velz
Chief Engineer.....Walter R. Selden



WMBG

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Havens & Martin, Inc.
Address .....3301 West Broad Street
Phone Number 5-8611
Transmitter Location.....Staples Mill Road
Time on the Air.....6:30 a.m. to 1 a.m.
News Service .....Transradio
Transcription Service.....Thesaurus, Lang-Worth, BMI
Representative .....John Blair & Company
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Wilbur M. Havens
Station Manager.....Walter A. Bowry, Jr.
Commercial Manager....Ralph D. Wallerstein
Program Director.....Allan J. Phaup, Jr.
Production Manager.....Conrad Rianhard
Chief Announcer.....John V. Shand
Musical Director.....George U. Lyon
Chief Engineer.....Wilfred H. Wood

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WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50000 Watts
Owned-Operated By.....Larus & Brother Co.
Business Address.....Hotel Richmond
Phone Number 3-6633
Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.
Transmitter Location .....Edgeworth, Henrico County, Va.
Time on the Air.....6 a.m. to 1 a.m.; Sunday: 7 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Paul H. Raymer Co.
Membership.....NAB, BMB

Personnel

General Manager.....C. T. Lucy
Commercial Manager.....Barron Howard
Program Director.....Samuel S. Carey
Production Manager.....John Tansey
Promotion Manager.....Jack Stone
Chief Engineer.....D. C. Woods

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WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Times-World Corp.
Business Address.....P. O. Box 150
Phone Number 8131
Studio Address.....124 W. Kirk Ave.
Transmitter Location...Colonial Ave., Colonial Heights
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
Newspaper Affiliation .....Roanoke Times; Roanoke World News
News Service.....AP, UP
Transcription Service.....Lang-Worth; WBS
Representative .....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....J. P. Fishburn
General Manager.....Ray P. Jordan
Commercial Manager.....John W. Harkrader
Program Director.....Paul E. Reynolds
Chief Engineer.....J. E. Newman

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WROV

ROANOKE—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Roanoke, Inc.
Address.....Mountain Trust Bank Bldg.
Phone Number 3-4444
Transmitter Location....15th & Cleveland Ave.
Time on the Air.....6 a.m. to midnight
News Service .....Reuters
Transcription Service.....Lang-Worth, W. E. Long
Membership ..... NAB

Personnel

President.....Leo F. Henebry
Gen. Mgr.-Station Mgr...Lambert B. Beeuwkes
Commercial Manager.....Frank E. Koehler
Sales Promotion Mgr.....Frank E. Koehler
Program Director.....Gordon R. Phillips
Production Manager.....David Kent
Publicity Director.....Dan Cronin
Chief Engineer.....J. J. Ralston
Record MC.....Dick Knowles

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WSLS

ROANOKE—EST. 1940

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.... Roanoke Broadcasting Corp.
Address .....Shenandoah Life Building

Phone Number 9227
Transmitter Location ..Shenandoah Life Bldg.
Time on the Air.....5 a.m. to 12:05 p.m.; Sundays: 7 a.m. to 12:05 p.m.
News Service .....AP
Transcription Service.....Thesaurus, Lang-Worth, BMI, Cole
Membership.....NAB, BMB

Personnel

General Mgr.-Station Mgr.....James H. Moore
Business and Commercial Manager .....Horace Fitzpatrick
Program Director.....Robert W. Menefee
Production Manager.....Francis Ballard
Chief Engineer.....J. Phillipps Briggs

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WTON

STAUNTON—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Address .....Morrison Bldg.
Phone Number.....1400
Transmitter Location.....Near Waynesboro Highway
Time on the Air.....6:30 a.m. to 12:05 a.m. Sunday, 8 a.m. to midnight
News Service .....AP
Transcription Service .....World
Membership ..... NAB

Personnel

Owner and Gen. Mgr.....Charles P. Blackley
Commercial Manager.....Charles E. Seebeck
Promotion Manager.....Charles E. Seebeck
Program Director.....Fulton King
Publicity Director.....Charles E. Seebeck
Chief Engineer.....Rex Houser
Record MC.....Fulton King

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WLPM

SUFFOLK—EST. 1940

AMERICAN BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Suffolk Broadcasting
Address .....105 Bank Street
Phone Number 1420-1
Transmitter Location .....Route No. 460
Time on the Air.....7 a.m. to midnight
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Sears & Ayer
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Fred L. Hart
Commercial Manager.....Fred L. Hart
Program Manager.....Allen B. Jones
News Editor.....William Warwick
Musical Director.....Ida Barrett
Chief Engineer.....Veryl W. Rupp
Record MC.....Earl Hundley

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WINC

WINCHESTER—EST. 1941

ABC—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Richard Field Lewis, Jr.
Business Address.....Drawer 605
Phone Number .....Winchester 4855
Studio Address.....WINC Bldg.
Transmitter Location .....WINC Bldg.
Time on the Air.....6:30 a.m. to 11:30 p.m.
Transcription Service .....Lang-Worth
Membership.....NAB, BMB

Personnel

Owner and Gen. Mgr...Richard Field Lewis, Jr.
Commercial Manager.....John Carl Morgan
Chief Engineer.....Philip B. Whitney



WASHINGTON

Estimated Population, 2,121,992—Radio Homes, 658,296
Stations in State—34

K X R O

ABERDEEN—EST. 1927

UNITED PACIFIC—KBS
MUTUAL—DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KXRO, Inc.
Address.....207½ E. Market St.
Phone Number .....Aberdeen 4098
Transmitter Location.....1308 Coolidge Rd.
Time on the Air.....Unlimited
News Service.....AP, UP
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Harry R. Spence
Station Manager.....Fred G. Goddard
Commercial Manager.....Bertha G. Ruby
Sales Promotion Mgr.....John Duane Johnson
Production Manager.....Stan Spiegle
Publicity Director.....John Duane Johnson
Chief Engineer.....Bill Cunningham

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K V O S

BELLINGHAM—EST. 1929

ABC—KBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Address.....KVOS Bldg.
Phone Number..... 4200
Transmitter Location.....2074 Yew St. Rd.
Time on the Air.....6 a.m. to midnight
News Service .....UP
Transcription Service.....MacGregor & World
Representative .....John Keiting
Membership .....BMB, WSAB

Personnel

President.....Rogan Jones
General Manager.....Frank Adams
Sales Manager.....Fred Elsethagen
Sales Promotion Manager....Fred Elsethagen
Program Director.....John Griswold
Publicity Director.....Hal Reeves
Chief Announcer.....Bud Clark
Chief Engineer.....Mel Featherkile
Record MC.....Tom Haveman

(CALL LETTERS TO BE ASSIGNED)
BREMERTON*

Frequency: 1490 Kc.....Power: 250 Watts
Permittee.....Bremerton Broad. Co.

**C.P. Pending*

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K E L A

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Broadcasting Corporation
Address.....P.O. Box 827, Chehalis
P. O. Box 720, Centralia
Phone Numbers ....Centralia 721; Chehalis 721
Studio Address.....Highway 99, midway between Chehalis-Centralia
Transmitter Location: (Midway between Centralio and Chehalis), Hiway 99
Time on the Air.....6 a.m. to midnight
News Service..... UP
Membership.....NAB, BMB

Personnel

Owners.....J. Elroy McCaw, Mabel Gwinn
General Mgr.-Station Mgr.....Joe Chytil
Commercial Manager.....Robt. S. Brister
Program Director.....Kenneth Sulston
Production Manager....Dudley E. Gaylord, Jr.
Publicity Director.....Schuyler Hill
Chief Engineer.....Ellwood Lippincott
Record MC.....Arnold Werner

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K C O W

ELLENSBURG—EST. 1946

PACIFIC NORTHWEST BROADCASTERS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Washington Broadcasters, Inc.
Address.....Box 678
Phone Number.....2-4406
Transmitter Location.....Route 2
Time on the Air.....6:30 a.m. to 9:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth, McGregor, Keystone
Representative .....The Walker Co.
Membership ..... NAB

Personnel

President.....Goodwin Chase, Jr.
General Mgr.-Station Mgr.....Joe Kendall
Sales Manager.....Robert Vaughan
Program Director.....William Thomas
Publicity Director.....Joe Kendall
Chief Announcer.....William Thomas
Musical Director.....Wendall Kinney
Chief Engineer.....Vern Totten

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(Call Letters to Be Assigned)
ELLENSBURG*

Frequency: 1430 Kc.....Power: 250 Watts
Owned-Operated By .....Kittitas Valley Broadcasting Station
Address ..... Route 2

Personnel

Owners.....Gilbert H. Kaynor, Howard H. Kaynor

*C.P. (*Was pending*)

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K R K O

EVERETT—EST. 1922

MUTUAL—DON LEE—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Everett Broadcasting Co., Inc.
Address .....KRKO Bldg.
Phone Number.....Main 525
Transmitter Location.....KRKO Bldg.
Time on the Air.....6 a.m. to Midnight
News Service .....UP
Transcription Service.....SESAC, Cole, MacGregor
Representative .....John Keating
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....William R. Taft
Sales-Commercial Mgr.....D. A. Baker
Sales Promotion Mgr.....Marlin Smythe
Program Dir.-Publicity Dir.....Marlin Smythe
Musical Director.....Merlin Matheny
Chief Engineer.....Earl Gerdon

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K W L K

LONGVIEW—EST. 1938

MBS—DON LEE—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Twin City Broadcasting Corp.
Address....National Bank of Commerce Bldg.
Phone Number 1500
Transmitter Location .....Ocean Beach Highway
Time on the Air.....Full Time
Transcription Service ..... World
Newspaper Affiliation...Longview Daily News
News Service .....UP
Transcription Service.....World
Representative.....Homer Griffith Co.
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....C. O. Chatterton
Sales-Commercial Mgr.....Jack Richards
Program Director.....Claire Banks
Chief Engineer.....John Van Voorhees
Record MC.....Paul Sawin

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(CALL LETTERS TO BE ASSIGNED)
MOSES LAKE*

Frequency: 1490 Kc.....Power: 250 Watts
Permittee.....Col. Basin Broadcasters

*C.P.

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K B R C

MT. VERNON—EST. 1946

Frequency: 1430 Kc.....Power: 500 Watts
Owned-Operated By.....Beckley Radio Co.
Address.....Box 240
Transmitter Location..½ mile west Mt. Vernon on Anacortes Memorial Highway
Time on the Air.....6 a.m. to Sunset
News Service .....UP
Transcription Service.....Standard, Long
Membership ..... NAB

Personnel

Pres., Gen.-Station Mgr.....Leo H. Beckley
Commercial Manager.....Robert J. Wells
Sales Promotion Mgr.....Robert J. Wells
Program Director.....Nancy Griffin
Chief Engineer.....Melvin Herr

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K G Y

OLYMPIA—EST. 1922

MUTUAL—DON LEE—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tom Olsen
Address ..... Olympia
Phone Number 6636
Studio Address.....Rockway Leland Bldg.
Transmitter Location....Rockway Leland Bldg.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....Homer Griffith
Membership ..... NAB

Personnel

Pres. and Gen. Mgr.....Tom Olsen
Commercial Manager.....J. Harris Dorr
Sales Promotion Mgr.....J. Harris Dorr
Program Director.....Eve Knutsen
Chief Announcer.....Charles Roark
Chief Engineer.....Charles Roark

KPKW

PASCO—EST. 1945

UNITED PACIFIC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Western Radio Corp.
Address.....P. O. Box 233
Phone Number 890
Transmitter Location.....Chase & A St.
Time on the Air.....7 a.m. to 10 p.m.
News Service ..... UP
Transcription Service ..... Standard
Representative .....John Keating
Membership ..... NAB

Personnel

President.....V. Barney Kenworthy
Station Manager.....Don E. Seeley
Sales Promotion Mgr.....John McIlhinney
Program Director.....Walter V. Mott
Chief Announcer.....Walter V. Mott
Chief Engineer.....Walter V. Mott

KONP

PORT ANGELES—EST. 1945

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Radio Pacific, Inc.
Operated By.....Radio Station KONP
Business Address.....P. O. Box 311
Phone Number 1700
Studio Address.....313 W. 1st Street
Transmitter Location.....313 W. First St.
Newspaper Affiliation.....Port Angeles Evening News
News Service ..... UP
Transcription Service ..... Standard
Representative.....Sears & Ayer
Membership.....NAB, BMB

Personnel

Chief Executive.....C. N. Webster
General Manager.....C. N. Webster

KWSC*

PULLMAN—EST. 1922

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....State College of Washington
Address ..... Pullman
Phone Number 9021
Studio Address.....Old Science Bldg., State College of Wash.
Transmitter Location.....Washington State College Campus
Time on the Air.....6:45 a.m. to 10 p.m. except Thurs. off 7:30 p.m. Not on air Sun. or holidays
News Service ..... UP
Transcription Service.....World, Thesaurus
Membership.....NAB, BMB

Personnel

President.....Wilson Compton
Station Manager.....Frederic Hayward
Program Director.....Eldon C. Barr
Production Manager.....John L. Blake
Chief Announcer.....Richard Ross
Musical Director.....Kathryn Noftsinger
Chief Engineer.....George Frese
Record MC.....Emerson Elder

**Non-Commercial Station*

KEVR

SEATTLE—EST. 1925

EVERGREEN NETWORK

Frequency: 1090 Kc.....Power: 10000 Watts
Owned-Operated By .....Evergreen Broadcasting Corporation
Address .....2102 Smith Tower
Phone Number.....Main 1090
Transmitter Location.....Mury-Vashon Island
Time on the Air....18 hrs. daily, 15 hrs. Sun.
News Service.....AP, UP
Transcription Service...Associated, McGregor, Lang-Worth, SESAC
Representative .....Weed & Co.
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....A. W. Talbot
Station Manager.....A. W. Talbot
Sales-Commercial Mgr.....Art Moore
Sales Promotion Mgr.....Kirby Torrance
Program Director.....Harry Jordan
Production Manager.....Mel Gaumer
Publicity Director.....Kirby Torrance
Chief Announcer.....Mel Gaumer
Musical Director.....Liborius Hauptmann
Chief Engineer.....J. B. Hatfield
Record MC.....Don Porter

KIRO

SEATTLE—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
Owned-Operated By.... Queen City Broadcasting Co.

Address .....Cobb Building
Phone Number .....SEneca 1500
Transmitter Location.....Vashon-Maury Island, Wash.
Time on the Air.....19 hrs. daily
News Service .....AP
Transcription Service...Associated, Standard
Representative ..... Free & Peters
Membership.....NAB, BMB

Personnel

President.....Louis K. Lear
General Mgr.-Station Mgr.....Loren B. Stone
Nat'l Adv. Mgr.....William F. Tucker
Program Director.....Kenneth Yeend
Production Manager.....Bill Corcoran
Musical Director.....Max Dolin
Chief Engineer.....Homer Ray, Jr.

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KJR

SEATTLE—EST. 1921

ABC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Totem Broadcasters, Inc.
Address .....Skinner Bldg.
Phone Number .....Elliott 5890
Transmitter Location....2600 26th Ave., S. W.
Time on the Air..6 a.m. to 12 midnight; Sunday 7 a.m. to midnight
News Service ..... UP
Transcription Service..... Thesaurus
Representative .....Avery-Knodel, Inc.
Membership.....NAB, BMB

Personnel

Chief Executive.....Marshall Field
Station Manager.....Howard Lane
Commercial Manager.....Arthur Gerbel, Jr.
Promotion Manager.....Maitland Jordan
Program Manager.....Homer Pope
Publicity Director.....Maitland Jordan
Chief Engineer.....F. J. Brott

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KOL

SEATTLE—EST. 1928

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By: Seattle Broadcasting Co.
Address.....1220 Third Ave.
Phone Number .....Main 2312
Transmitter Location.....1110 W. Florida St.
Time on the Air.....6 a.m. to midnight
News Service.....AP, UP
Transcription Service.....SESAC, Standard, M. M. Cole, Associated, World
Representative .....John Blair & Company
Membership.....NAB, BMB

Personnel

President.....Archie G. Taft, Sr.
Station Manager.....Oliver A. Runchey
Commercial Manager.....Archie G. Taft, Jr.
Program Director.....Robert N. Druxman
Production Manager.....Robert N. Druxman
Publicity Director.....Sharon Kane
Chief Announcer.....Wheeler M. Smith
Musical Director.....Robert N. Druxman
Chief Engineer.....Perry C. Lind

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KOMO

SEATTLE—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1000 Kc.....Power: 5000 Watts
Owned-Operated By.....Fisher's Blend Station, Inc.
Business Address.....1331 Third Ave.
Phone Number .....Main 1401
Studio Address.....Skinner Bldg.
Transmitter Location.....Harbor Island
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP
Transcription Service .....Capitol, Lang-Worth
Representative .....Edward Petry & Co.
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....O. W. Fisher
Commercial Manager.....Ray Baker
Manager, Na'tl Sales.....Richard E. Green
Program Director.....W. W. Warren
Publicity Director.....Dolores Vance
Musical Director.....Einar Lindblom
Chief Engineer.....F. J. Brott

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KRSC

SEATTLE—EST. 1926

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By .....Radio Sales Corporation
Address .....2939 Fourth Avenue South
Phone Number .....Elliot 2480
Transmitter Location ...2939 Fourth Ave. South
Time on the Air....24 hrs. daily except Wed. 6 a.m. to midnight
News Service .....AP
Transcription Service.....Associated, Lang-Worth, World, M. M. Cole
Membership.....NAB, BMB

Personnel

President.....P. K. Leberman
General Manager.....Robt. E. Priebe
Sales-Commercial Mgr.....Romig C. Fuller
Program Director.....Ted Bell
Chief Announcer.....Don McCune
Chief Engineer.....George A. Freeman

KTW*

SEATTLE—EST. 1922

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By....The First Presbyterian Church of Seattle
Address .....7th & Spring Sts.
Phone Numbers.....Main 2056, Seneca 0644
Transmitter Location....7th Ave. & Spring St.
Time on the Air.....Shares time wih KWSC

Personnel

President.....Dr. F. Paul McConkey
General Manager.....James S. Ross
Station Manager.....Don Bevilacqua
Chief Engineer.....James S. Ross

**Non-Commercial Station*

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KXA

SEATTLE—EST. 1928

Frequency: 770 Kc. .....Power: 1000 Watts
Owned By.....Universal Broadcasting Co.
Operated By.....KXA, Inc.
Address .....Bigelow Bldg.
Phone Number ..... Seneca 1000
Transmitter Location ....Second Avenue and Union Street
Time on the Air.....5 a.m. to local sunset; Sundays: 7:30 to local sunset
News Service .....UP
Transcription Service .....MacGregor
Representative.....Universal Radio Sales
Membership.....NAB, BMB

Personnel

President.....W. I. Dumm
Station Manager.....R. G. McArdle
Chief Engineer.....John DuBuque

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KFIO

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Spokane Broadcasting Corporation
Address.....526 Riverside Ave.
Phone Number .....Riverside 8033
Transmitter Location.....526 Riverside Ave.
Time on the Air.....6:30 a.m. to 12 p.m.; Sundays: 7 a.m. to 11 p.m.
News Service ..... UP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra
Membership ..... NAB

Personnel

President.....Arthur L. Smith
General Manager.....R. G. McBroom
Chief Engineer.....Chester Brown
Record MC.....Alex La Com

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KFPY

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
PACIFIC NORTHWEST BROADCASTERS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Symons Broadcasting Company
Address .....Symons Block
Phone Number .....Main 1218
Transmitter Location.....South East of City
Time on the Air.....6 a.m. to midnight
News Service ..... UP
Transcription Service...Lang-Worth, Keystone, SESAC, C. P. MacGregor
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....E. B. Craney
Sales Manager.....Bryon Woolston
Sales Promotion Mgr.....Bob Rutter
Program Director.....George McGowan
Production Manager.....Del Yandon
Chief Engineer.....George Langford
Record MC.....Ray Bennett

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KGA

SPOKANE—EST. 1933

ABC

Frequency: 1510 Kc.....Power: 10000 Watts
Owned-Operated By .....Louis Wasmer
Address .....Radio Central Building
Phone Number ..... Main 5383
Transmitter Location.....4102 S. Regal
Time on the Air.....6 a.m. to midnight
News Service .....AP
Transcription Service.....Associated, M. M. Cole, Capitol
Representative.....Edw. Petry & Co., Inc.
Membership ..... NAB

Personnel

Owner .....Louis Wasmer
General Manager.....Harvey Wixson
Program Director.....A. L. Fuller
Musical Director.....Anthony A. Pinski, Jr.
Chief Engineer.....Al G. Sparling

K H Q

SPOKANE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....KHQ, Inc.
Address .....Radio Central Building
Phone Number.....Main 5131
Transmitter Location.....40th and Regal Sts.
Time on the Air.....6 a.m. to midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation.....The Chronicle Publishing Co.
News Service .....AP
Transcription Service .....World
Representative.....Katz Agency
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....Arthur L. Bright
Sales Manager.....R. O. Dunning
Program Director.....R. W. Brazeal
Production Manager.....Paul Law
Publicity Director.....Clarence Talbot
Chief Announcer.....Paul Law
Musical Director.....Art Zepp
Chief Engineer.....John Walker

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K R E M

SPOKANE—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cole E. Wylie
Address .....Realty Building
Phone Number.....Main 3333
Transmitter Location.....Realty Building
Time on the Air.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth

Personnel

President-Owner.....Cole E. Wylie
General Manager.....Cole E. Wylie

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K M O

TACOMA—EST. 1926

MUTUAL—DON LEE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Carl E. Haymond
Address .....914½ Broadway
Phone Number.....Main 4144
Transmitter Location.....Fife, Wash.
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Standard, Capitol, SESAC, M. M. Cole
Representatives....Joseph H. McGilvra, Inc., Duncan A. Scott Co., John Keating
Membership .....NAB

Personnel

President.....Carl E. Haymond
General Manager.....James A. Murphy
Station Manager.....Jerry Geehan
Sales Promotion Manager.....R. T. McKenzie
Program Dir.-Publicity Dir....Verne E. Sawyer
Chief Announcer.....Arnold Benum
Record MC.....Bob Koons

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K T B I

TACOMA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. with CP to 810...Power: 250 Watts with DP to Kw.
Owned-Operated By.....Tacoma Broadcasters, Inc.
Address .....212 Puget Sound Bank Bldg.
Phone Number .....BRoadway 2241
Transmitter Location.....212 Puget Sound Bank Bldg.
Time on the Air.....7 a.m. to 12 midnight
News Service .....AP
Transcription Service.....Associated, World
Membership.....NAB, BMB

Personnel

President.....Harold J. Quilliam
General Manager.....Burke Ormsby
Sales-Commercial Mgr.....King Mitchell
Chief Engineer.....Don McCroskey

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K V I

TACOMA—EST. 1929

MUTUAL—DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Puget Sound Broadcasting Company, Inc.
Address.....Rust Building
Phone Number .....Broadway 4211
Transmitter Location ..Vashon Island, Wash.
Time on the Air.....Unlimited
News Service ..... AP
Transcription Service..Associated, Lang-Worth
Membership.....NAB, BMB

Personnel

President.....Vernice Irwin
General Mgr.-Station Mgr.....Vernice Irwin
Sales Promotion Mgr.....Robert Hayward
Program Director.....Larry Huseby

Production Manager.....Harry Long
Chief Announcer.....Larry Huseby
Chief Engineer.....D. M. MacDonough
Record MC.....Buck Ritchey

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K V A N

VANCOUVER—EST. 1938

Frequency: 910 Kc.....Power: 500 Watts
Owned-Operated By.....Vancouver Radio Corporation
Address.....707½ Main St.
Phone Numbers.....150, Portland, BE-4927
Transmitter Location.....Fruit Valley Road
Time on the Air.....6 a.m. to sundown
News Service .....UP
Transcription Service.....Standard, World.
Representative.....Homer R. Griffith Co.
Membership.....NAB, BMB

Personnel

President.....Sheldon F. Sackett
General Mgr.-Station Mgr.....Fred F. Chitty
Sales Manager.....Mark DeLauney
Program Director.....Charlene Jackson
Publicity Director.....George W. Conner
Chief Announcer.....Robert G. Deihl
Chief Engineer.....Edgar R. Means

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K U J

WALLA WALLA—EST. 1928

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....KUJ, Inc.
Address .....Whitman Hotel, Second and Rose Streets
Phone Number 1230
Transmitter Location: U. S. Highway No. 410 and Sudbury Road
Time on the Air.....6:45 a.m. to 11 p.m.
News Service .....AP
Transcription Service.....Lang-Worth
Representatives .....Homer Griffith Co., John Keating
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....H. E. Studebaker
Local Sales Manager.....Norval Armes
Nat'l Sales Promotion Mgr....Donald A. Wike
Program Director.....Howard Rhoads
Production Manager.....Don Keith
Chief Engineer.....M. L. MacLafferty

(CALL LETTERS TO BE ASSIGNED) WALA WALA*

Frequency: 1490 Kc.....Power: 250 Watts
Permittee.....Wala Wala Broadcasting Co.

*C.P.

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K P Q

WENATCHEE—EST. 1930

ABC

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By .....Westcoast Broadcasting Company
Address.....Second & Columbia
Phone Numbers.....45 and 875
Transmitter Location....Junction of Wenatchee and Columbia Rivers
Time on the Air.....6:30 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service.....World and SESAC
Representative
Joseph Hershey McGillvra, Inc.
Membership ..... BMB

Personnel

President.....Rogan Jones
General Manager.....James Wallace
Sales Manager.....Merle L. Thompson
Chief Engineer.....Bob Sutton
Record MC.....Bill Green

For the *best*

in science news . . .

AP

KIT

YAKIMA—EST. 1929

MUTUAL

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By .....Carl E. Haymond
Address.....414 E. Yakima Ave.
Phone Number 8115
Transmitter Location .....South of Yakima
Time on the Air: 6:00 a.m.-12 Midnight; Sundays, 7 a.m. to 12 midnight
News Service.....UP & AP
Transcription Service....Lang-Worth, Standard, Cole, SESAC, Capitol
Representatives...Jos. Hershey McGillvra, Inc., Duncan A. Scott, John Keating

Personnel

Owner.....Carl E. Haymond
Director.....James A. Murphy
Station Manager.....John K. Clarke
Sales-Commercial Mgr.....Harrison A. Miller
Sales Promotion Mgr.....William B. Hansen
Musical Director-Record MC.....Gene Hess
Chief Engineer.....Harry B. Murphy

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KTYW

YAKIMA—EST. 1944

COLUMBIA PACIFIC NETWORK

Frequency: 1460 Kc.....Power: 500 Watts
Owned-Operated By.....Cascade Broadcasting Company, Inc.
Business Address.....Terrace Heights Rd.
Phone Number 6104
Studio Address.....Terrace Heights Road
Transmitter Location.....E. Terrace Heights
Time on the Air.....6 a.m. to 12 midnight
News Service ..... AP
Transcription Service.....Lang-Worth, SESAC
Representatives.....Howard H. Wilson Co., W. S. Grant, John Keating

Personnel

General Manager.....Bartley Sims
President-Manager.....R. Lee Block

WEST VIRGINIA

Estimated Population, 1,901,591—Radio Homes, 386,949
Stations in State—23

WJLS

BECKLEY—EST. 1939

CBS

Frequency: 560 KC.....Power: 1000 Watts D., 500 Watts N.
Owned-Operated By.....Joe L. Smith, Jr.
Address.....101½ Main St.
Transmitter Location.....Maxwell Hill
Phone Number 7311
Time on the Air: .....Unlimited
News Service ..... UP
Transcription Service.....Standard
Representative.....Burn-Smith Co., Inc.
Membership ..... NAB, BMB

Personnel

Owner-General Manager.....Joe L. Smith, Jr.
Station Manager.....Virginia N. Cooper
Sales-Commercial Manager.....Robert Burns
Sales Promotion Manager-Publicity Director .....Benton Boone Boggs
Program Dir.-Prod. Mgr.....Jerry McDevitt
Chief Announcer .....Jack Pevora
Musical Director.....Jewel Fitzgerald
Chief Engineer.....A. L. Ginkel

WWNR

BECKLEY—EST. 1946

MUTUAL

Frequency: 1450.....Power: 250 Watts
Owned-Operated By.....Rahall Broadcasting Co., Inc.
Address.....1565 Harper Road
Phone Number 9309-9300
Transmitter Location.....1565 Harper Road
Time on the Air:.....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....Joseph Hershey McGillvra, Inc.
Membership ..... NAB

Personnel

President-Owner-General Manager .....N. Joe Rahall
Station Manager-Commercial Manager ....Howard J. Forbes
Program Director .....Steve Fisher
Chief Engineer.....James Bucy
Record MC.....Jack Collette

WHIS

BLUEFIELD—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Daily Telegraph Printing Co.
Address.....623 Commerce St.
Phone Number 7115
Transmitter Location.....Harry Heights
Time on the Air.....5 a.m. to 12 midnight
Newspaper Affiliation....Bluefield Daily Telegraph; Sunset News
News Service .....AP
Transcription Service: ....World, Lang-Worth
Representative .....The Katz Agency

Personnel

President .....H. I. Shott
General Manager .....J. Lindsey Alley
Asst. Station Mgr.....Pat Flanagan
Sales-Commercial Mgr.....Pat Murphey
Program Director.....Melvin Barnett
Publicity Director.....Elsia Thomas
Musical Director .....Barnes Nash

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WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By..... Charleston Broadcasting Co.
Address .....1016 Lee St.
Phone Numbers 28-131
Transmitter Location.....Kanawha Country Club Road
Time on the Air.....5:30 a.m. to 1 a.m.
News Service .....AP; UP
Transcription Service .....World, SESAC
Representative .....The Branham Co.
Membership .....NAB, BMB

Personnel

President .....John A. Kennedy
General Manager .....Howard L. Cheroff
Sales Promotion-Merchandising Manager.....John Sinclair
Program Dir.-Prod. Mgr. .....Berton Sonis
Publicity Director.....John Sinclair
Musical Director.....Leah Sloman
Chief Engineer .....Odes Robinson

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WGKV

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kanawha Valley Broadcasting Company
Business Address.....Box 2909
Studio Address .....Empire Bldg.
Phone Number .....37-541 & 37-542
Transmitter Location ....Coal Branch Heights
Time on the Air.....6 a.m. to 1 a.m.; Sundays: 8 a.m. to 1 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.Joseph Hershey McGillvra, Inc.
Membership ..... NAB

Personnel

President-Owner .....R. M. Venable
Gen. Mgr.-Station Mgr.....John S. Phillips
Sales Promotion Mgr.....Norman A. Gittleson
Program Director .....C. P. Vogel, Jr.
Publicity Director .....Ted Sanford
Musical Director .....Don Evans
Chief Engineer .....George Whiteman
Record MC .....Gil Brooks

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WKNA

CHARLESTON—EST. 1946

AMERICAN BROADCASTING COMPANY

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By .....Joe L. Smith, Jr.
Address.....804 Kanawha Blvd.
Phone Number 27-522
Transmitter Location ....Tyler Mountain, U. S. Route 35
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... AP
Transcription Service .....Standard
Representative ..... Weed

Personnel

Owner .....Joe L. Smith, Jr.
General Mgr., Station Mgr., Sales Manager .....John T. Gelder
Sales-Promotion Mgr., Program Dir., Publicity Director .....Frank E. Shaffer
Chief Engineer .....Taylor Marcum
Record MC .....Floyd Starr

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WTIP

CHARLESTON—EST. 1946

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned By ...Chemical City Broadcasting Co.
Operated By.....Gus Zaharis & Penelope Zaharis
Business Address.....P. O. Box 3032
Phone Number 23-136

Studio Address.....712 Fife St. at Capitol
Transmitter Location.....Ferry Branch Road
Time on the Air.....6 a.m. to 1 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Howard B. Wilson Co.
Membership ..... NAB

Personnel

President, Gen. and Station Mgr..Gus Zaharis
Commercial Mgr,
Sales Promotion Mgr.....Bernard Sammons
Program Director, Production Mgr.
Publicity Director .....Mel Swillinger
Chief Engineer .....Gus Zaharis

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WCAW

CHARLESTON—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Capitol Broadcasting Corp.
Business Address.....P.O. Box 2791
Studio Address.....1600 McCorkle Ave., S.E.
Transmitter Location..1600 McCorkle Ave., S.E.
Time on the Air.....6:30 a.m. to 1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership ..... NAB

Personnel

President-Owner .....Garland F. Wilkinson
General Mgr.,
Station Manager .....Kenneth N. McClure
Chief Engineer.....William D. Stone

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WBLK

CLARKSBURG—EST. 1937

NATIONAL BROADCASTING CO.
THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charleston Broadcasting Co.
Address .....444½ West Pike Street
Phone Number 3040
Transmitter Location .....Glen Elk No. 2
Time on the Air.....18 hours
News Service .....AP
Transcription Service .....WBS, SESAC
Representative .....The Branham Company
Membership .....NAB, BMB

Personnel

President .....John A. Kennedy
General Manager.....George H. Clinton
Station Manager.....Fred Zimmerman
Chief Engineer .....Jos. A. Wright

WMMN

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....Monongahela Valley Broadcasting Co.
Address ..... 208 Adams St.
Phone Number 3100
Transmitter Location .....Monongah
Time on the Air .....5 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service .....Langworth
Representative .....John Blair & Co.
Membership .....NAB, BMB

Personnel

President .....George B. Storer
General Manager .....Lee B. Wailes
Station Manager .....Allen L. Haid
Commercial Manager .....Charles E. Smith
Merchandising Manager.....John F. Watkins
Program Director .....Frank Lee
Publicity Director .....Jane Hileman
Chief Engineer .....Robert D. Hough

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WSAZ

HUNTINGTON—EST. 1926

ABC
WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....WSAZ, Inc.
Address .....912½ Third Ave.
Phone Number 4106
Transmitter Location.....28th St., West & Chesapeake & Ohio R.R.
Time on the Air.....6:30 a.m. to 1 a.m.; Sunday: 8 a.m. to 1 a.m.
Newspaper Affiliation: Huntington Herald-Dispatch; Huntington Advertiser
News Service ..... AP
Transcription Service.....Lang-Worth; SESAC
Representative.....The Branham Co.
Membership .....NAB, BMB

Personnel

President .....John A. Kennedy
General Manager.....Howard L. Chernoff
Station Mgr.-Com. Mgr.....Marshall Rosene
Merchandising Manager ....Lawrence Rogers
Program Director .....Ted Eiland
Production Manager .....Burt Shimp
Publicity Director .....Lawrence Rogers
Chief Engineer .....Leroy Kilpatrick
Record MC .....Jack Bradley

WHTN

HUNTINGTON—EST. 1946

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By .....Greater Huntington Radio Corp.
Address.....112½ 4th Avenue
Time on the Air.....Sunup to Sunset
Transcription Service .....Thesaurus
Membership ..... NAB

Personnel

President-Owner .....A. B. Hyman
Station Manager .....Mike Layman
Chief Engineer.....Harold F. Sturm

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WPLH

HUNTINGTON—EST. 1946

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Huntington Broadcasting Corp.
Address.....1105 Fourth Avenue
Phone Number 7097
Transmitter Location.....Jackson Ave. & 16th St. W.
Time on the Air.....6:30 a.m. to 1 a.m.
News Service .....AP
Transcription Service....Standard and Capitol
Representative.....Howard H. Wilson Co.

Personnel

President & General Mgr.....F. J. Evans
Commercial Manager .....Claude Landre
Sales Promotion Manager....Lillian P. Swann
Chief Engineer .....W. H. Hansher, Jr.

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WLOG

LOGAN—EST. 1940

KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clarence H. Frey & Robert O. Greever—Partners ....
Business Address.....P. O. Box 720
Studio Address.....Kanada & Chestnut Sts.
Phone Number....Office, 540; Studio, 761 & 762
Transmitter Location ....Kanada and Chestnut Streets
Time on the Air.....Unlimited
Newspaper Affiliation.....Logan Banner
News Service ..... UP

*Personnel**

* Does not list personnel.

WEPM

MARTINSBURG—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Martinsburg Broadcasting Company
Address.....W. King Street, Ext.
Phone Number 1146
Transmitter Location.....W. King Street, Ext.
Time on the Air.....18 hours daily
News Service ..... AP
Transcription Service .....World
Representative.....Burn-Smith Company, Inc.
Membership ..... NAB

Personnel

President .....C. Leslie Golliday
Gen. Mgr.-Com. Mgr.....C. Leslie Golliday
Program Director.....Herbert A. Golombec
Publicity Director.....Ruby Reynolds Ware
Chief Announcer .....Thomas J. Sullivan
Chief Engineer .....Bernard J. Swandic

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WMON

MONTGOMERY—EST. 1946

MUTUAL—KEYSTONE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Fayette Associates, Inc.
Address.....303½ Washington St.
Phone Number.....Montgomery 620
Studio Address.....1028 First Avenue
Transmitter Location .....1028 First Avenue
Time on the Air.....6 a.m. to midnight
News Service ..... AP
Transcription Service .....World
Membership ..... NAB

Personnel

President-Commercial Mgr.....Arnold Vickers
General Mgr., Station Mgr., Promotion Mgr.
Publicity Director .....Harold B. Shaw
Program Director-
Production Mgr. .....Bill Humbert
Chief Announcer.....Gene Konrad
Chief Engineer.....V. G. Brooks
Record MC.....Joe Holbrook

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WAJR

MORGANTOWN—EST. 1940

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....West Virginia Radio Corporation
Address .....446 Spruce

Phone Numbers 9488-9
Transmitter Location.....South Park Hill
Time on the Air.....7 a.m. to midnight
Newspaper Affiliation.....Morgantown News-Dominion, Morgantown Post
News Service .....AP
Transcription Service ....World Broadcasting System
Membership .....NAB, BMB

Personnel

President ..... H. C. Greer
Program Dir.-Musical Dir.....Numa Fabre, Jr.
Production Manager.....Art Elmonn
Publicity Director.....Francis Berry
Chief Announcer.....Charlie Snowden
Chief Engineer.....Ray C. Spence
Record MC .....Jack Fleming

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WPAR

PARKERSBURG—EST. 1936

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Ohio Valley Broadcasting Corporation
Address.....7th and Market Sts.
Phone Number 2530
Transmitter Location.....Route No. 2
Time on the Air.....6:30 a.m. to 1:05 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Branham Company
Membership .....NAB, BMB

Personnel

President .....John A. Kennedy
Station Mgr.-Sales Mgr.....Geo. H. Clinton
Program Director .....Carl Loose
Production Manager.....Paula Carr
Publicity Director .....John Evans
Chief Announcer .....Sherman Grimm
Chief Engineer .....Cecil Knowles

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WRON

RONCEVERTE—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....William E. Blake
Business Address.....P.O. Box Z
Phone Number .....Ronceverte 300
Studio Address.....Grand Theatre Building
Transmitter Location.....Moore Heights
Time on the Air: 5 a.m. to 11 p.m. Sundays: 8 a.m. to 11 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Joseph Hershey McGillvra
Membership ..... NAB

Personnel

Owner-General Mgr.....William E. Blake
Chief Announcer.....Owen A. Taylor
Chief Engineer.....P. T. Flanagen

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WBRW

WELCH—EST. 1940

MUTUAL—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....McDowell Service Company
Address .....Riverside Drive
Phone Number 818
Transmitter Location .....Riverside Drive
Time on the Air.....6 a.m. to midnight
News Service .....AP
Transcription Service.....World
Representative.....Forjoe & Co.
Membership ..... NAB, BMB

Personnel

President .....J. G. Hunt
Acting General Manager.....John Sinclair
Station Manager.....John Sinclair
Program Director .....Johnny Villani
Publicity Director .....John Phillips
Musical Director .....Margaret Joyce Bulis
Chief Engineer .....Howard R. King
Record MC .....Cousin John

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WKWK

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Community Broadcasting, Inc.
Operated By.....Station WKWK
Address.....16th & Market Sts.
Phone Number .....Wheeling 5320
Transmitter Location.....16th & Market Sts.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Standard Radio
Representative.....Weed & Co.
Membership .....NAB

Personnel

President .....Joe L. Smith, Jr.
General-Station Manager-Sales Manager .....John B. Reynolds
Program Director.....Albert H. Stewart
Chief Engineer ..... Fred Baker

WWVA

WHEELING—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1170 Kc.....Power: 50000 Watts
Owned By.....West Virginia Broadcasting Company
Operated By.....Fort Industry Co.
Address .....Hawley Building
Phone Number .....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Time on the Air: .....4:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service .....AP
Transcription Service..... Langworth
Representative .....John Blair & Co.
Membership ..... NAB, BMB

Personnel

President .....George B. Storer
Managing Director .....Wm. E. Rine
Ass't Manager .....Paul J. Miller
Sales Promotion-Merchandising Mgr.....Howard W. Meagle
Program Director .....Paul A. Myers
Chief Engineer.....Edwin L. Keim
Record MC..... Lew Clawson

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WBTH

WILLIAMSON—EST. 1939

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Williamson Broadcasting Corp.
Address ..... Williamson
Phone Number 1241
Transmitter Location.....Williamson
Time on the Air.....Unlimited
News Service ..... UP
Transcription Service .....Thesaurus
Membership ..... NAB, BMB

Personnel

President.....Mrs. Lewis C. Tierney
General Manager.....Alice Shein
Promotion Manager .....Robert E. Spiros
Publicity Director .....Robert E. Spiros
Chief Engineer.....Robert W. Bullio

WISCONSIN

Estimated Population, 3,181,335—Radio Homes, 815,780
Stations in State—29

WHBY

APPLETON—EST. 1926

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Address .....600 S. Lawe St.
Phone Number 1161
Transmitter Location .....600 S. Lawe St.
Time on the Air.....6 a.m. to 11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership ..... NAB, BMB

Personnel

Chief Executive .....Rev. James A. Wagner
General Mgr.-Station Mgr.....J. L. Gallagher
Sales Manager .....W. O. Porsow
Program Dir.-Production Mgr...Rodger Mueller
Publicity Director.....Art Houlihan
Chief Announcer.....Howard Hansen
Chief Engineer.....George Merkl
Record MC .....Gil Saunders

WATW

ASHLAND—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address .....Northern State Bank Bldg.
Phone Number 1420
Transmitter Location.....Ellis Ave.
Time on the Air.....6:30 a.m. to 11 p.m.; Sunday 7:30 a.m. to 11 p.m.
News Service.....UP
Transcription Service..... World Broadcasting
Representative.....The Walker Company
Membership .....NAB, BMB

Personnel

President .....William L. Johnson
General Manager.....J. W. Huss
Asst. Station Manager.....Todd Hogan
Sales Mgr.-Publicity Mgr.....J. A. Marta
Program Director .....Herb Michael
Chief Engineer .....Hine Dahlbacka

WEAU

EAU CLAIRE—EST. 1935

NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK
NORTHWEST NETWORK

Frequency: 790 Kc.....Power, 5000 Watts, Day; 1000 Watts, Night
Owned-Operated By.....Central Broadcasting Company
Address.....203½ S. Barstow St.
Phone Number 6149
Transmitter Location....Symour Road (County Road Q)
Time on the Air.....Unlimited
News Service .....UP
Transcription Service...Langworth, Thesaurus
Representative .....George P. Hollingbery
Membership .....NAB, BMB

Personnel

General Manager.....Walter C. Bridges
Sales Manager.....James Clyde Riddle
Sales Promotion.....David Mann Taylor
Program Dir., Chief Announcer, Musical Director .....Jack Kelly
Chief Engineer.....Thorwald O. Jorgenson

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KFIZ

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Reporter Printing Co.
Address .....18-20-22 West First Street
Phone Number 356
Transmitter Location.....18-20-22 W. First St.
Time on the Air.....7 a.m. to 10 p.m.; Sundays 7 a.m. to 11 p.m.
Newspaper Affiliation....The Commonwealth Reporter
Membership .....NAB, BMB

Personnel

Station Manager.....Lynn N. Fairbanks
Commercial Director.....Emery W. Martin
Program Director.....Lucille A. Fairbanks
Chief Announcer.....Allen Sampson
Chief Engineer.....Wendall Meyers

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WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WHBY, Inc.
Address .....Bellin Bldg.
Phone Numbers.....Adams 1 & 2
Transmitter Location .....West De Pere, Wisc.
Time on the Air.....6 a.m. to 12:05 a.m.
News Service ..... AP
Transcription Service.....SESAC, World
Representative .....Weed & Co.
Membership ..... BMB

Personnel

President .....Rev. James A. Wagner
General Mgr.-Station Mgr.....Haydn R. Evans
Sales Mgr.-Program Director.....Al Michel
Sales Promotion Manager.....Val Schneider
Production Manager .....Bob Savage
Publicity Director .....Leone Stinson
Chief Announcer.....Norman King
Musical Director.....Clarence Edges
Chief Engineer.....Wallace Stangel

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WCLO

JANESVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Wisconsin Radio, Inc.
Address.....200 E. Milwaukee Street
Phone Number 2500
Transmitter Location.....1436 Oakhill Ave.
Time on the Air.....6:45 a.m. to midnight; Sunday: 7:30 to midnight
Newspaper Affiliation.....Janesville Daily Gazette
News Service .....AP
Transcription Service .....World
National Sales Office..Wm. G. Rambeau Co., Chicago
Membership ..... NAB

Personnel

General Manager.....Sidney H. Bliss
Sales Manager .....Grant H. Ritter
Program Dir., Publicity Dir., Musical Director.....Robert J. Bodden
Chief Announcer.....Pat Alan
Chief Engineer.....Wayne Clay
Record MC.....Ivan Fitz Randolph

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(CALL LETTERS TO BE ASSIGNED)
KENOSHA*

Frequency: 1050 Kc.....Power: 250 Watts D.
Permittee.....Wm. L. Lipman

*C.P.

WKBH

LA CROSSE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Address.....409 Main Street
Phone Number 4-5-0
Transmitter Location....Gillette St. Road near Highway 16
Time on the Air: 6 a.m. to 11:30 p.m.; Sunday, 8 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service...Lang-Worth; Standard
Representative ..Howard H. Wilson Company
Membership .....NAB, BMB

Personnel

President-General Manager.....Howard Dahl
Program Director.....Berneice Callaway
Production Manager.....Raymond Plamadore
Musical Director.....Russell Huber
Chief Engineer.....Alvin Leeman

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WHA *

MADISON—EST. 1922

Frequency: 970 Kc.....Power: 5000 Watts
Owned By .....State of Wisconsin
Operated By.....University of Wisconsin
Address ..... Radio Hall
Phone Number....Badger 580, Extension 476
Transmitter Location.....Fish Hatchery Road
Time on the Air .....7:30 a.m. to local sunset
News Service .....UP
Time on the Air.....7:30 a.m. to sunset
Membership ..... NAEB

Personnel

General Manager .....H. B. McCarty
Station Manager.....Wm. G. Harley
Program Director.....Walter Krulevitch
Production Manager..... Gerald Bartell
Publicity Director.....Harold A. Engel
Chief Announcer.....Roy Vogelman
Musical Director.....Donald Voegeli
Chief Engineer.....John Stiehl

Non-Commercial Station

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WIBA

MADISON—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By .....Badger Broadcasting Company
Address.....110 East Main Street
Phone Number.....Fairchild 8800
Transmitter Location..Fitchburg, Dane County, Wis.
Time on the Air.....Unlimited
Newspaper Affiliation.....The Capital Times; Wisconsin State Journal
News Service.....AP & UP
Transcription Service..... Standard
Representative.....Howard H. Wilson Co.
Membership .....NAB, BMB

Personnel

President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Business Manager.....Howard A. Johnson
Sales Promotion Manager.....C. W. Wallis
Program Director.....Frank Bignell
Publicity Director.....Marvel Y. Ings
Musical Director.....Joey Tantillo
Chief Engineer.....Norman H. Hahn

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WOMT

MANITOWOC—EST. 1926

MUTUAL—KEYSTONE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .....Francis M. Kadow
Address .....Radio Building
Phone Numbers..... 5015-6015
Transmitter Location..Mikadow Theatre. Bldg.
Time on the Air.....7 a.m. to midnight
News Service ..... UP
Transcription Service.....M. M. Cole
Membership ..... NAB

Personnel

Owner-General Manager....Francis M. Kadow
Station Mgr.-Sales Mgr.....Albert B. Gale
Program Director-
Chief Announcer .....George H. Erdman
Chief Engineer.....Wencil Duben
Record MC.....Jack Leon

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WMAM

MARINETTE—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 250 Watts day, 100 night
Owned-Operated By.....M. & M. Broadcasting, Inc.
Address .....Radio Park
Phone Number 570
Transmitter Location.....Radio Park
Time on the Air.....Unlimited
News Service ..... UP
Transcription Service .....Associated Music

Personnel

General-Station Manager....Joseph D. Mackin
Sales Manager.....Howard Emich
Program Director.....Pat Kehoe
Production Manager-Chief Announcer .....Les Sturmer
Sales Promotion.....Dan Colby
Chief Engineer.....Leo Stewart
Record M. C.....Jim Conant

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WDLB

MARSHFIELD

KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....Dairyland's Broadcasting Service, Inc.
Address .....207 S. Central Ave.
Telephone 1212
Time on the Air.....6 a.m. to 10 p.m.

Personnel

General Manager.....George F. Meyer

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WIGM

MEDFORD—EST. 1941

KEYSTONE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....George F. Meyer
Address .....Medford, Wisconsin
Phone Number..... 5147
Transmitter Location .....Highway 13
Time on the Air: 7:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 6 p.m.
News Service ..... UP
Transcription Service .....SESAC
Representative .....Herbert Juneau
Membership ..... BMB

Personnel

Owner .....George F. Meyer
Station Mgr., Commercial Mgr., Program Director .....Irma Meyer
Chief Announcer.....Richard Johnson
Chief Engineer.....Raymond Bohnert

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WEMP

MILWAUKEE—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Glenn Roberts, Robert J. LaFollette, Jr., et. al.
Operated By ....Milwaukee Broadcasting Co.
Address .....710 N. Plankington Ave.
Phone Number.....Marquette 7722
Transmitter Location.....710 No. Plankington
Time on the Air.....6 a.m. to midnight
News Service ..... UP
National Sales Office...Howard H. Wilson Co.
Representative.....Howard H. Wilson Co.

Personnel

General Mgr., Commercial Mgr., Sales Promotion.....Hugh K. Boice, Jr.
Ass't Manager, Program Director, Publicity Director.....Bert Mulroy
Musical Director.....Elmer Ihrke
Chief Engineer.....Rolland Paske
Record MC.....Robert Frisch

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WFOX

MILWAUKEE—EST. 1946

Frequency: 860 Kc.....Power: 250 Watts D.
Owned-Operated By....Wisconsin Broadcasting System, Inc.
Address.....739 No. Broadway
Phone Number.....BRoadway 1272
Transmitter Location...208 E. Wisconsin Ave.
Time on the Air.....6 a.m. to local sunset
News Service..... AP
Transcription Service.....Standard
Representative ..... Walker Company

Personnel

President, General Manager, Station Manager.....Charles J. Lanphier
Program Director, Production Manager....Carl G. Zimmermann
Publicity Director.....Grace Landre
Chief Announcer.....Paul Bartell
Musical Director.....Wally Behl
Chief Engineer.....Dan Gellerup
Record MC.....Bob Sanders

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WTMJ

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....The Journal Company
Business Address.....333 West State Street
Phone Number .....Marquette 6000
Studio Address.....720 East Capitol Drive
Transmitter Location.....Brookfield, Wis.
Time on the Air.....6 a.m. to 12 midnight; Sundays, 7 a.m. to midnight
Newspaper Affiliation .....The Milwaukee Journal

News Service ..... AP
Transcription Service...Associated, Thesaurus
Representative .....Edward Petry & Co., Inc.
Membership .....NAB, BMB

Personnel

Vice Pres.-Gen. Mgr.....Walter J. Damm
Station Mgr.-Sales Mgr.....Russell G. Winnie
Program Director-
Production Manager.....E. James Robertson
Publicity Director.....R. Bruce Wallace
Chief Announcer.....Robert J. Heiss
Musical Director.....Maurice Kipen
Chief Engineer.....William Hebal
Record MC's....Gordon Thomas, Paul Skinner

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WISN

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....123 W. Michigan St.
Phone Number.....Daly 6474
Transmitter Location.....Town of Greenfield
Time on the Air.....6 a.m. to midnight
News Service .....UP, INS
Transcription Service.....World, Standard
Representative.....The Katz Agency
Membership .....NAB, BMB

Personnel

General Mgr.-Sales Mgr.....G. W. Grignon
Sales Promotion Manager-
Publicity Director .....Ellis Saxton
Musical Director.....Elmer Krebs
Chief Engineer.....Donald A. Weller

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WOSH

OSHKOSH—EST. 1941

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated by.....Oshkosh Broadcasting Corp.
Address .....151½ Main Street
Phone Number.....Stanley 4580
Transmitter Location.....Bowen St. Rd.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....UP
Representative.....The Walker Co.
Membership .....NAB, BMB

Personnel

Senior Partner.....Myles H. Johns
General Mgr.-Station Mgr.....Allan Curnutt
Program Director-
Chief Announcer .....Sherwood Lorenz
Chief Engineer.....Nathan Williams

WIBU

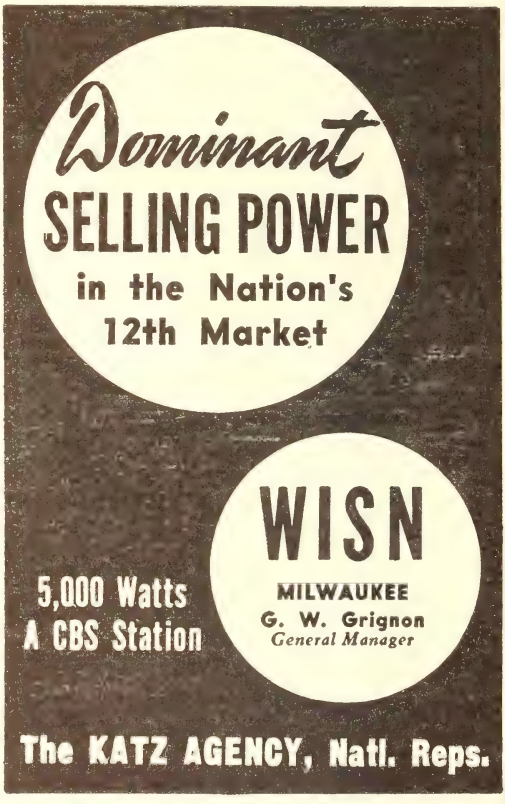
POYNETTE—EST. 1925

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Wm. C. Forrest
Business Address .....R. F. D. No. 2
Phone Number .....97 R 5 Poynette
Studio Addresses: Poynette; Portage; Beaver Dam; Madison; Baraboo
Transmitter Location .....R. F. D. No. 2
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....UP
Transcription Service..Standard Radio, SESAC
Representative .....Burn-Smith

Personnel

President, General Manager,
Station Manager.....Wm. C. Forrest
Commercial Manager.....Sarah Forrest
Program Director.....Sarah Forrest
Publicity Director.....George Gross
Chief Engineer.....Leonard Doese



WRJN

RACINE—EST. 1928

ABC
WISCONSIN NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ....Racine Broadcasting Corporation
Address.....441 Main Street
Phone Number.....Jackson 290-291
Transmitter Location....Mount Pleasant, Wisc.
Time on the Air.....6:15 a.m. to 10:15 p.m.
Newspaper Affiliation...Racine Journal-Times
News Service .....AP
Representative.....The Walker Co.
Membership .....NAB, BMB

Personnel

President.....Frank R. Starbuck
General Manager.....H. R. LePoidevin
Station Mgr.-Sales Mgr.....Harold J. Newcomb
Sales Pro. Mgr.-Publicity Dir....Ione Andersen
Program Dir.-Production Mgr.-
Chief Announcer.....Lyman Merens
Musical Director .....Orson White
Chief Engineer.....F. Lee Dechant
Record MC.....Keith O'Cain

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WJMC

RICE LAKE—EST. 1939

MUTUAL BROADCASTING SYSTEM
ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WJMC, Inc.
Address.....1615 S. Main St.
Phone Number 550
Transmitter Location ...1615 South Main St.
Time on the Air.....6 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
Representative....George P. Hollingberry Co.
Transcription Service.....World, SESAC
Membership ..... BMB

Personnel

President .....Walter C. Bridges
Station Manager .....Greg Rouleau
Program Director.....Harry Wills

•

WHBL

SHEBOYGAN—EST. 1924

ABC
WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;
Owned-Operated By..... Press Publishing
Business Address .....626-636 Center Ave.
Phone Number 1900
Studio Address.....Press Building
Transmitter Location .....Highway No. 141
Time on the Air.....7:00 a.m. to 11 p.m.
Newspaper Affiliation .....Sheboygan Press
News Service..... AP
Transcription Service.....World Broadcasting
Membership ..... NAB, BMB

Personnel

Executive Director.....A. Matt Werner
General Manager,
Sales-Commercial Manager.....G. P. Richards
Chief Engineer.....Herbert J. Mayer
Record MC.....Al O'Brien

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WLBL*

STEVENS POINT—EST. 1924

Frequency: 930 Kc.....Power: 5000 Watts D.
Owned By.....Department of Agriculture
Operated by ..Wisconsin Department of Agriculture
Business Address..... Stevens Point
Phone Number 525
Studio Address .....State Teachers College
Transmitter Location ...Auburndale, Wisconsin
Time on the Air.....Daytime only
News Service .....UP

Personnel

Director.....Milton M. Button
Station Manager.....F. R. Calvert
Program Director.....Jack D. Gear
Chief Engineer.....Walter Ninneman

**Non-Commercial Station*

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WDSM

SUPERIOR—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ridson, Inc.
Address .....Andrey Hotel
Phone Numbers.....4451-4452
Time on the Air.....6:30 a.m. to midnight
Newspaper Affiliation.....Duluth Herald-New Tribune
News Service..... AP
Transcription Service.....Langworth
Representative .....Free and Peters

Personnel

President-Owner.....Robert T. Ridder
Station Manager.....Carl Bloomquist
Chief Engineer.....Mel Lasky

WSBR*

SUPERIOR

Frequency: 1490 Kc.....Power: 250 Watts
Permittee .....WFOB, Inc.

*C.P.

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WAUX

WAUKESHA—EST. 1946

Frequency: 1510 Kc.....Power: 250 Watts D.
Owned-Operated By.....Waukesha Broadcasting Co.
Business Address.....319 W. Main St.
Phone Number..... 6619
Transmitter Location.....Highway 18
Time on the Air.....6:30 a.m. to sunset
News Service..... AP

Personnel

President.....Carl Taylor
General Manager.....Mig Figi

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WSAU

WAUSAU—EST. 1937

COLUMBIA
WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broadcasting Co., Inc.
Address .....125 Third Street
Phone Number 6521
Transmitter Location .....125 Third Street
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP, AP
Transcription Service .....World
Representative.....Howard H. Wilson Co.
Membership ..... BMB

Personnel

President .....William E. Walker
General Manager.....Ben F. Hovel
Commercial Manager.....J. W. Killeen
Chief Engineer.....Roland W. Richardt

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WFHR

WISCONSIN RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William F. Huffman
Address.....143 West Grand Ave.
Phone Number 1340
Transmitter Location .....1500 Bonow Ave.
Time on the Air.....6:30 a.m. to 10:30 p.m.
Newspaper Affiliation.....Wisconsin Daily
News Service ..... AP
Transcription Service ..... Thesaurus
Membership ..... NAB, BMB

Personnel

Owner .....William F. Huffman
General Mgr.-
Sales Promotion Mgr.....George T. Frechette
Chief Engineer.....Victor W. Nickel

WYOMING

Estimated Population, 258,531—Radio Homes, 67,225
Stations in State—8

KDFN

CASPER—EST. 1930

KEYSTONE—MUTUAL—INTERMOUNTAIN

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.... Donald L. Hathaway
Address .....1st and Lennox Streets
Phone Number 407
Transmitter Location .....1st and Lennox Sts.
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service..... Langworth
Representative.....Sear & Ayer, Inc. for Chicago Intermountain Network by Avery Knoedel, Inc.

Personnel

General Manager.....Donald L. Hathaway
Sales Manager.....Frederic Hufsmith
Chief Engineer.....D. L. Hathaway

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KVOC

CASPER—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned and Operated By.....Casper Tribune-Herald
Address .....1540 S. Wolcott St.
Time on the Air.....Full Time License

Personnel

Station Manager.....E. E. Hanway
Commercial Manager.....William P. Gillin

KFBC

CHEYENNE—EST. 1340

AMERICAN BROADCASTING CO.

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By.....Frontier Broadcasting Co.
Address .....Plains Hotel
Phone Number 4461
Transmitter Location .....3rd and Evans
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation .....Wyoming Eagle; Wyoming State Tribune
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative .....W. G. Rambeau Co.
Membership .....NAB, BMB

Personnel

President .....Tracy S. McCraken
General Mgr.-Station Mgr.....Wm. C. Grove
Sales Manager.....Frank Flynn
Sales Promotion Manager.....Max Young
Program Director.....Dale Sunderland
Publicity Director.....Margaret O'Brien
Chief Engineer.....Clark Grove

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KODI*

CODY

Frequency: 1400 Kc.....Power 250 Watts
Permittee ....Big Horn Basin Broadcasting Co.

*C.P.

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KPOW

POWELL—EST. 1941

KBS
MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN AND WYOMING NETWORK

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....Albert J. Meyer
Address ..... Powell
Phone Number 222
Studio Address.....7th and Hamilton Sts.
Transmitter Location .....7th & Hamilton Sts.
Time on the Air.....6 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....M. M. Cole, SESAC
Representatives ..... Sears & Ayer
Membership .....NAB, BMB

Personnel

Owner-General Manager.....A. J. Meyer
Sales Promotion Manager.....Del Brandt
Chief Engineer.....Del Brandt

KVRS

ROCK SPRINGS—EST. 1938

MUTUAL BROADCASTING
KBS—INTERMOUNTAIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Wyoming Broadcasting Company
Address .....1307 Wyoming Street
Phone Number.....93 and 94
Transmitter Location.....1307 Wyoming St.
Time on the Air..... 15 hours
News Service.....AP
Transcription Service..... Standard
Membership .....NAB, BMB

Personnel

President.....Marjorie L. McCracken
Production Manager.....Michael Reid
Publicity Director.....Imogene Parr
Chief Engineer.....Archie W. Buchanan

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KWYO

SHERIDAN—EST. 1934

KBS
MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN AND WYOMING

Frequency: 1410 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.Bighorn Broadcasting Co.
Business Address .....19 North Main St.
Phone Number..... 601-602
Transmitter Location....½ mile N.W. Sheridan
Time on the Air..... 6 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Sears & Ayer, Inc.
Membership .....NAB, BMB

Personnel

President .....R. E. Carroll
General Mgr.-Station Mgr.....Jim Carroll
Chief Engineer.....Bob Crosthwaite
Record MC.....Don Huffacker

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KWOR

WORLAND

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Address .....Box 92
Phone Number 308
Time on the Air.....7 a.m. to 11 p.m.

Personnel

Owner-General Manager ....Joseph P. Ernst
Chief Engineer .....Joseph P. Ernst



Coming Soon!

TO SERVE ALASKA'S SWIFTLY GROWING NEEDS

***A husky new running mate for* KFAR**

KENI

Will be on the air in Anchorage, Alaska, on approximately October 1, 1947. As Alaska's newest and most modern radio station, KENI will join KFAR (Fairbanks) in bringing the wealthy Alaska market the finest in radio entertainment.

KFAR plus KENI will be the outstanding advertising buy in the rich and ever increasing Alaska market.

Write us now for full particulars—including the new combination rates

KENI
Anchorage
5,000 watts—550 kc.

KFAR
Fairbanks
10,000 watts—660 kc.

Owned and Operated By
MIDNIGHT SUN BROADCASTING CO.
Fairbanks, Alaska

National Adv. Mgr.
GILBERT A. WELLINGTON
1011 American Bldg., Seattle 4, Wash.

TERRITORIES — POSSESSIONS

Alaska

KENI*

ANCHORAGE—EST. 1947

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By..Midnight Sun Broadcasting Co.
Time on the Air.....Unlimited
Address .....Fairbanks, Alaska
Representative .....Gilbert Wellington

Personnel

President.....Austin E. Lathrop
General Manager.....Alvin O. Bramstedt

*(*Scheduled to go on air Oct.* 1, 1947)*

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KFQD

ANCHORAGE—EST. 1924

KEYSTONE BROADCASTING SYSTEM
ALASKA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts (CP-5000)
Owned By.....The Alaska Broadcasting Co.
Operated By.....William J. Wagner
Address.....Box 1040
Phone Number .....Main 143
Studio Address .....412 Fourth Avenue
Transmitter Location .....Anchorage (CP-3½ miles from Anchorage)
Time on the Air.....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Keystone
Representative.....Pan American Broadcasting Co.

Personnel

President.....William J. Wagner
General Manager.....William J. Wagner
Station Manager.....Kenneth B. Laughlin
Commercial Manager.....Kenneth Laughlin
Merchandising Manager....Kenneth Laughlin
Program Director.....Jay Stauter
Production Manager.....Jay Stauter
Publicity Director.....Kenneth Laughlin
Chief Announcer .....William Murray
Chief Engineer.....William J. Wagner
Record MC's.....Bob Spratlin, Don Courtney

See Page 670

KFAR

FAIRBANKS—EST. 1939

ARMED FORCES RADIO SERVICE

Frequency: 660 Kc.....Power: 10000 Watts
Owned-Operated By.....Midnight Sun Broadcasting Co.
Address.....Box 910
Phone Number .....East 380
Studio Address.....Lathrop Bldg.
Transmitter Location.....Farmer's Loop Rd.
Time on the Air.....7 a.m. to midnight; Sunday: 12 noon to midnight
Newspaper Affiliation.....Fairbanks Daily News Miner
News Service .....PA
Transcription Service.....World
Representative .....Gilbert Wellington
Membership .....NAB

Personnel

President.....Austin E. Lathrop
General Manager.....Alvin O. Bramstedt
Program Director.....Allan B. Walker
Publicity Director.....Jay Bickel
Chief Announcer.....Ed Stevens
Musical Director.....Don Adler
Chief Engineer.....August G. Hiebert

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KINY

JUNEAU—EST. 1935

ALASKA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau; 708 American Building, Seattle, Wash.
Phone Number .....197 (Juneau); Elliott 5488 (Seattle)
Transmitter Location.South Franklin St., Juneau
Time on the Air:.....8 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....C. P. MacGregor; Standard
Representative.....Northwest Radio Adv., Homer-Griffith; Pan-American
Membership .....NAB

Personnel

Owner .....Edwin A. Kraft
General and
Station Manager.....Henry M. Hogue
Program Dir.-Chief Announcer...Richard Peter
Chief Engineer.....Lucian Armour

Introducing . . .

the ALASKA
BROADCASTING SYSTEM

Alaska's only network covers all of Alaska's primary markets



KFQD ANCHORAGE
5000 w. • 790 kc.

KINY JUNEAU
5000 w. • 930 kc.

KTKN KETCHIKAN
1000 w. • 1460 kc.

Three great stations have combined as a network to give maximum coverage of Alaska's market centers. These are markets with . . .

PURCHASING POWER—the annual per capita income exceeds $2000.

PURCHASING DESIRE—Alaska imports all consumer merchandise from the United States since it produces little for home consumption.

PURCHASERS—KFQD, KINY, KTKN programs are heard by more than seventy-five per cent of the Alaskan population.

National Representatives

PAN AMERICAN
BROADCASTING COMPANY

330 Madison Avenue • New York 17, N. Y.

Telephone: MUrray Hill 2-0810

ALASKA

KTKN

KETCHIKAN—EST. 1942

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Address ..... Box 1308
708 American Bldg., Seattle, Wash.
Transmitter Location.....Ketchikan
Time on the Air: 8 a.m. to 10:30 p.m.; Saturday: 8 a.m. to midnight.
News Service .....AP
Transcription Service.....Standard, NBC Thesaurus, MacGregor
Representatives....Northwest Radio Adv. Co.
Membership .....NAB

Personnel

President and Gen. Mgr.....Edwin A. Kraft
Station Manager.....Albert E. Lytle
Chief Engineer.....Herbert L. Foster

•

KODK*

KODIAK

Frequency: 1239 Kc.....Power: 250 Watts
Permittee.....Edwin A. Kraft
*C.P.

Hawaii

KHBC

HILO—EST. 1936

CBS—MBS
HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Hawaiian Broadcasting System, Ltd.
Address .....1285 Kalaniole Ave.
Transmitter Location ..... Hilo
Time on the Air... .....Unlimited license
Transcription Service: C. P. MacGregor; World Broadcasting System
Representative .....John Blair & Co.

Personnel

General Manager .....J. Howard Worrall
Station Manager.....Al Green

KGMB

HONOLULU—EST. 1929

CBS
HAWAIIAN BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
Owned By Hawaiian Broadcasting System, Limited
Address .....1534 Kapiolani Blvd.
Phone Number 2323
Transmitter Location 1534 Kapiolani Boulevard
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service .....World Broadcasting System; Associated Music Publishers; Standard
Representative .....John Blair & Co.
Membership ..... NAB

Personnel

President, General Manager, Station Manager.....J. Howard Worrall
Commercial Manager.....Robert L. Dick
Program Director.....Owen Cunningham
Production Manager.....Bert Winn
Chief Engineer.....Ernest L. Lindemann

•

KGU

HONOLULU—EST. 1922

NBC-ABC

Frequency: 760 Kc.....Power: 2500 Watts
Licensee:....Marion A. Mulrony & Advertiser Publishing Co., Ltd.
Owned By.....Advertiser Publishing Co., Ltd.
Address .....Advertiser Square
Transmitter Location .....Advertiser Square
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation ....Honolulu Advertiser Lang-Worth
Representative .....The Katz Agency

Personnel

President.....Lorrin P. Thurston
General Manager.....M. A. Mulrony

•

KHON

HONOLULU

DON LEE—MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Alaha Broadcasting Co., Ltd.
Address .....3175 Noela Drive
Time on the Air.....Full Time License
Representative .....Avery-Knodel, Inc.

KPOA

HONOLULU—EST. 1946

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By..Inland Broadcasting Co.
Address.....P. O. Box 3499
Phone Number.....Honolulu 92761 or 94554
Transmitter Location.....Kapiolani Blvd. and Date St.
Time on the Air.....5:30 a.m. to 12 midnight; Sunday: 7 a.m. to 12 midnight
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....Edward Petry & Co.
Membership ..... NAB

Personnel

Partners.....H. C. Putnam, J. D. Keating, J. E. McCaw
General Manager.....Henry C. Putnam
Sales Manager (Local).....Harry F. Cooper
Sales Manager (National)..Richard S. Downie
Merchandising Manager....Richard S. Downie
Program Director.....Don E. Klein
Production Manager.....Larry Grant
Chief Engineer.....James R. Bird

•

KULA

HONOLULU—EST. 1946

ABC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Operated By...Pacific Frontier Broadcasting Co., Ltd.
Address.....P. O. Box 1479
Studio Address..... ..1525 Kapiolani Blvd.
Transmitter Location.....4617 Kalanianaole (Highway near Waialae Golf Course)
Time on the Air.....6 a.m. to 1 a.m.
News Service..... UP
Transcription Service.....Capitol
Membership ..... NAB

Personnel

President .....Harold T. Kay
General Manager.....Frank V. Webb
Chief Engineer.....Homer R. Johnson

•

KTOH

LIHUE, KAUAI—EST. 1940

CBS—HBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Garden Island Publishing Co.
Address .....Box 1748
Phone Number.....261, 361
Transmitter Location.....Lihue, Kauai
Time on the Air.....6:30 a.m. to 10:45 p.m.
Newspaper Affiliation.....Garden Island
News Service ..... UP
Transcription Service..... Standard
National Sales Office.....John Blair & Co.
Membership ..... NAB

Personnel

President and General Mgr.....Charles J. Fern
Sales Manager.....John P. Needham
Program Director.....Raymond K. Sasaki
Chief Engineer.....Katashi Nose

•

KMVI

WAILUKU, MAUI—EST. 1946

MUTUAL—DON LEE

Frequency: 550 Kc.....Power 1000 Watts
Owned-Operated By..Maui Publishing Co., Ltd.
Address .....P. O. Box 374
Phone Number.....Wailuku 981
Transmitter Location.....Kaahumanu Ave.
Time on the Air.....5 a.m. to 12 midnight
Newspaper affiliation.....Maui News
News Service ..... UP
Transcription Service...Standard, Lang-Worth, Cole, MacGregor
Representative .....The Walker Co.
Membership ..... NAB

Personnel

President.....J. Walter Cameron
General Manager.....Ezra J. Crane
Station Manager.....Richard E. Mawson
Sales Manager.....Charles C. Young
Program Director.....Richard E. Mawson
Chief Engineer.....T. C. Frerichs

For the *best* in news . . .

AP

The Link of the Americas

WNEL

SAN JUAN, PUERTO RICO

NOW ON THE AIR WITH
A NEW DIRECTIONAL ANTENNA

5000 Watts — Full Time — 860 Kc

N.B.C. AFFILIATE

WNEL

JUAN PIZA

New York Office:
470 Park Avenue

ELdorado 5-6788

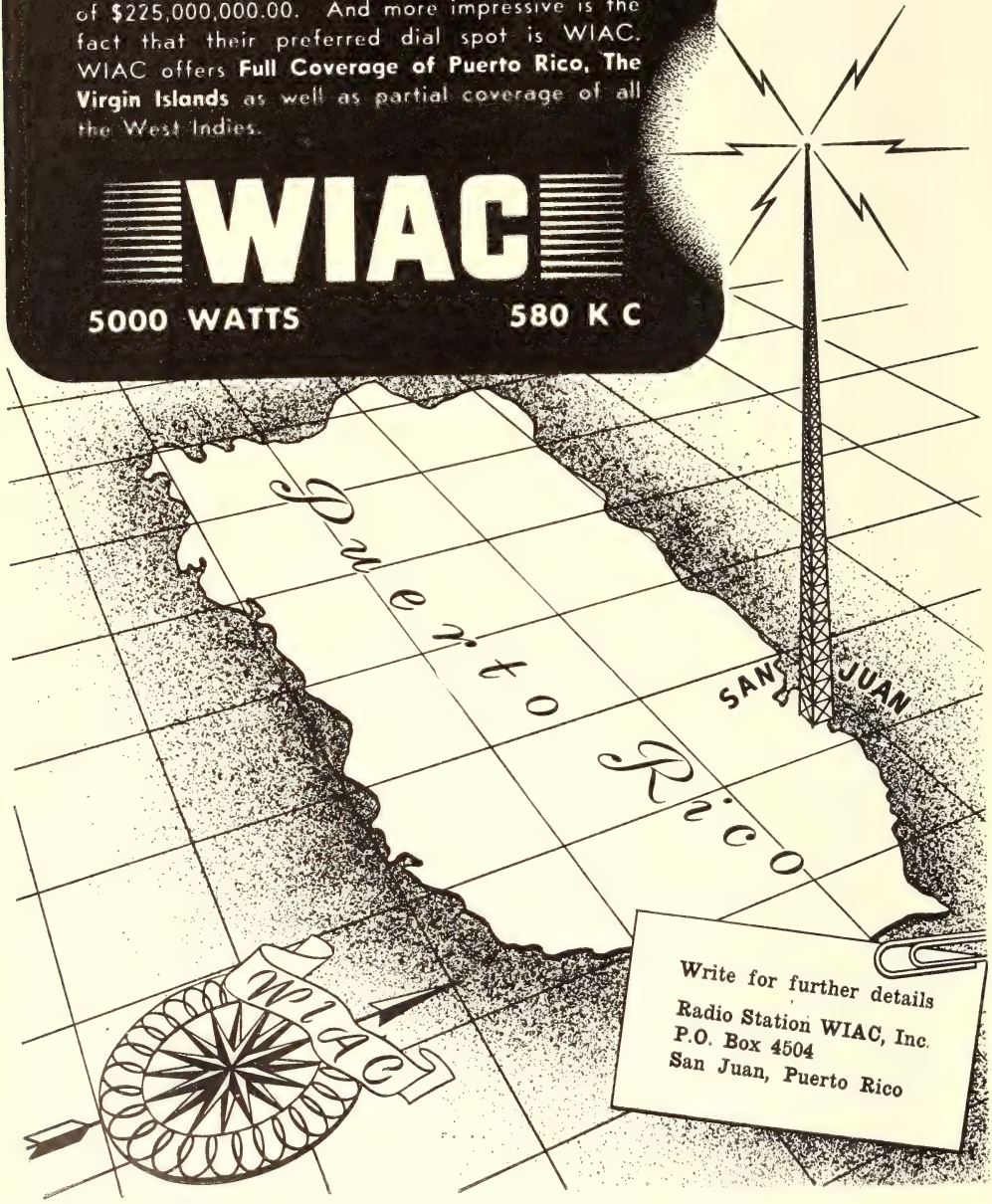
Puerto Rico

IS MORE THAN JUST AN ISLAND SURROUNDED BY WATER . . .

Here indeed is a market that should not be overlooked. There are 2,000,000 **American Citizens** in PUERTO RICO. Their yearly purchases from the United States amount to the impressive figures of $225,000,000.00. And more impressive is the fact that their preferred dial spot is WIAC. WIAC offers **Full Coverage of Puerto Rico, The Virgin Islands** as well as partial coverage of all the West Indies.

WIAC

5000 WATTS **580 K C**



Write for further details

Radio Station WIAC, Inc.
P.O. Box 4504
San Juan, Puerto Rico

Puerto Rico

WKVM*

ARECIBO—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....American Colonial Broadcasting Co.
* Did Not Return Questionnaire.

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(CALL LETTERS TO BE ASSIGNED) ARECIBO*

Frequency: 1280 Kc.....Power: 1000 Watts
Permittee.....Caribbean Broadcasting Co.

*C.P.

•

WKJB

MAYAGUEZ—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Jose Bechara, Jr.
Address.....Minerva St. No. 8, Box 1293
Phone Number..... 983
Transmitter Location....Guanajibo Rd. K-1-H-9
Time on the Air.....15 hours daily

Personnel

Owner .....Jose Bechara, Jr.
General Manager.....Jaime Sanjurjo
Production Manager.....A. Basora
Chief Engineer.....Ralph P. Perry

•

WPRA

MAYAGUEZ—EST. 1937

Frequency: 990 Kc.....Power: 5000 d. 1000 u.
Owned-Operated By.....Puerto Rico Advt. Co.
Address .....McKinley St.
Phone Number..... 269
Transmitter Location..... Sabanetas
Time on the Air .....Unlimited license
Membership ..... NAB

Personnel

President and Gen. Mgr.....Andres Camara
Station Manager.....Luis Freyre
Program Director.....Virginia Di Cristina
Production Manager.....Pedro Ojeda
Publicity Director....Maria Alvarez De Moran
Chief Announcer.....Manuel Ramirez
Musical Director.....Virginia Di Cristina
Chief Engineer.....Luis Freyre
Record MC .....Manuel Ramirez

WPBP*

MAYAGUEZ

Frequency: 1450 Kc.....Power: 250 Watts
Permittee.....Paradise Broadcasting Co.

*C.P.

•

(CALL LETTERS TO BE ASSIGNED) MAYAGUEZ*

Frequency: 1490 Kc.....Power: 250 Watts
Permittee.....Electronic Corp. of P. R.

*C.P.

•

WPAB

PONCE—EST. 1939

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By ....Portorican American Broadcasting Co., Inc.
Address .....17 Leon St.
Phone Number .....783 & 1177
Transmitter Location.Carretera Los Pampanos, Playa de Ponce
Time on the Air....7 a.m. to 11 p.m. Sundays; 6:15 a.m. to 11 p.m. weekdays
News Service .....AP
Transcription Service ..... BMI

Personnel

Gen. Mgr.-Station Mgr.....A. Gimenez Aguayo
Sales Manager.....Antonio Miro
Chief Announcer.....Jose R. Diaz
Musical Director.....Domingo Colon Suris

(See Page 676)

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WPRP

PONCE—EST. 1936

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By..Voice of Puerto Rico, Inc.
Address .....P. O. Box 430
Transmitter Location..... Trujillo St.
Time on the Air.....7 a.m. to 10:30 p.m.; Saturday: 7 a.m. to 11 p.m.; Sunday: 8 a.m. to 10:30 p.m.
Membership ..... NAB

Personnel

President ..... Andres Grillasca
Commercial Manager...Jose Ramon Rodriguez

•

WAPA

SAN JUAN—EST. 1946

MUTUAL—ABC
Frequency: 680 Kc.....Power: 10,000 Watts
Owned By.....Jose Ramon Quinones

WAPA

"THE VOICE OF THE CARIBBEAN"

680 kc — San Juan, Puerto Rico — 10,00 watts

FIRST
in
POWER
PROGRAMS
PERFORMANCE

You reach *all of* Puerto Rico . . . and more* with

WAPA

- Puerto Rico is the $200,000,000 market in the Caribbean where the Americas meet.
- Puerto Rico has more radios per 1,000 people than any country in the Caribbean.
- WAPA is Puerto Rico's newest and strongest station—10,000 watts.
- WAPA reaches all Puerto Rico and beyond to the shores of South and Central America.

Represented by
PAUL H. RAYMER COMPANY

José Ramón Quiñones
Owner

Harwood Hull, Jr.
General Manager

Address .....P. O. Box 4563
Phone Number..... 2-4271
Studio Address..Stop 6½ Ponce de Leon Ave.
Transmitter Location.....Guaynabo, P. R.
Time on the Air.....6 a.m. to 11:30 p.m.
News Service..... AP
Transcription Service..... Thesaurus

Personnel

Owner .....Jose Ramon Quinones
General Manager.....Harwood Hull, Jr.
Chief Engineer....Rafael Acosta, Hector Moll (Studio)

•

WIAC

SAN JUAN—EST. 1941

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By..Radio Station WIAC, Inc.
Business Address.....P. O. Box 4504
Studio Address.....Stop 11, Santurce, P. R.
Transmitter Location.....Carolina Rd., 3 miles east of San Juan
Time on the Air.....Unlimited
News Service ..... AP
Transcription Service .....Standard Radio
Representative.....West Indies Advt. Co.

Personnel

Owner .....Mrs. Enrique Abarca
General Mgr.-Station Mgr.....Tomas Muniz
Commercial Manager.....J. V. Aguirre
Program Director.....Rafael H. Benitez
Chief Announcer...Osvaldo Torres Velazquez
Musical Director.....Jose Raul Ramirez
Chief Engineer.....Alfonso Sanchez
Record MC.....Rafael H. Benitez

(See Page 674)

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WKAQ

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Corporation of Porto Rico
Address .....Box 3746
Phone Number..... 2-2023
Studio Address.....30 Tetuan St.
Transmitter Location.....Sabana Llana
Time on the Air.....6:45 a.m. to 11:30 p.m.
News Service ..... AP
Representative ....Melchor Guzman Co., Inc.
Membership ..... NAB

Personnel

General Manager.....Edward J. Powell
Statin Manager .....Manuel Ochoa
Sales Manager.....Jose C. Irizarry
Merchandising Manager.....E. J. Powell
Program Director.....Manuel Ochoa
Chief Engineer.....Angel P. del Valle

•

WNEL

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Juan Piza
Address.....No. 258 Brau St.
Phone Numbers.....2-1300; 2-1309
Transmitter Location.....Isla Verde
Time on the Air.....6 a.m. to 12 midnight
News Service..... UP
Transcription Service.....Lang-Worth, World
Representative ..... J. Piza

Personnel

Owner .....Juan Piza
General Manager.....Oscar H. Romaguera
Commercial Manager.....Rudolfo Blanco
Sales Promotion Mgr.....Camilo Fraticelli
Program Director.....Maria Teresa Padilla
Production Manager.....James Deig
Chief Announcer.....Luis E. Marrero
Musical Director.....E. Torruellas
Chief Engineer..... William H. Greer

(See Page 673)

NEWS COMMENTATOR

PRODUCER-ANNOUNCER

EMILY AULL

Musical America

and

SPANISH PROGRAM

PRELUDIO

WARNER AULL

ANNOUNCER

OF SPANISH PROGRAMS

SAN JUAN, PUERTO RICO

CBC SERVES CANADA

• In Every Region
• In All Markets
• With Three Networks
• In Two Languages

The CBC . . . Canada's national radio system . . . serves Canadians well. From Atlantic to Pacific it provides, through its networks, comprehensive *national* coverage . . . and, in most areas excellent *alternative* program service.

The finest programs of Canadian, American and British origin fill CBC network schedules. Music . . . drama . . . news . . . special events . . . all that pertains to current world and national happenings . . . are brought daily into Canadian homes in all parts of the country.

Radio ranks high in Canada! Network programs are good . . . outside distractions are fewer . . . listening is intensive. Sponsors who use CBC networks are assured of a large, interested, responsive audience.

Ask the CBC about CANADA

CBC
Dominion Network
(English)

29 basic and 14 supplementary stations. Intensive coverage of all major markets, in all regions.

CBC
Trans-Canada Network
(English)

24 basic and 7 supplementary stations. Comprehensive coverage coast to coast.

CBC
French Network

3 basic and 9 supplementary stations. Thorough coverage of French-speaking Canada. Available in conjunction with either Trans-Canada or Dominion Network.

CANADIAN BROADCASTING CORPORATION

Commercial Division
354 Jarvis Street, Toronto 5, Ont.
1231 St. Catherine Street West, Montreal 25, P. Q.

CANADA



Stations

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By Call Letters

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Networks

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CANADIAN
Broadcasting Corporation

OFFICES

Head Office—Victoria Bldg., 140 Wellington St., Ottawa, Ont.
National Program Office—354 Jarvis St., Toronto 5, Ont.
Engineering Division—Keefer Bldg., 1440 St. Catherine St., W., Montreal, Que.
1231 St. Catherine St., W., Montreal, Que.
1236 Crescent St., Montreal, Que.

EXECUTIVES and STAFF

•

Board of Governors

A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, Montreal, Que., Vice-Chairman
Howard B. Chase, Montreal, Que.
Mrs. T. W. Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.
B. K. Sandwell, Toronto, Ont.
W. J. Parker, Winnipeg, Man.
Dean Adrien Pouliot, Quebec, Que.
Dr. G. Douglas Steel, Charlottetown, P.E.I.
(H. M. Palmer, secretary, 140 Wellington St., Ottawa.)

•

Head Office

Victoria Bldg., 140 Wellington St., Ottawa, Ont.
Dr. Augustin Frigon, General Manager (also Keefer Bldg., 1440 St. Catherine St. W., Montreal, Que.)
Donald Manson, Assistant General Manager
R. P. Landry, Director of Personnel & Administrative Services
G. W. Richardson, Assistant Director of Personnel & Administrative Services
K. M. Kelly, Supervisor of Personnel & Welfare
Marcel Carter, Supervisor of Administrative Services
A. E. Tetu, Chief of Records
V. F. Segee, Editor, "RADIO" (354 Jarvis St., Toronto 5, Ont.)
H. Bramah, Treasurer
S. Schnobb, Assistant to Treasurer
W. R. Mortimer, Supervisor of Expenditures
F. W. Savignac, Assistant to Executive-Legal
H. M. Palmer, Executive Assistant and Secretary to Board of Governors

Commercial Division

354 Jarvis St., Toronto 5, Ont.
E. A. Weir, Commercial Manager
W. E. Powell, Assistant Commercial Manager
Edgar Stone, Supervisor of Acceptance and Production
W. R. Johnston, Sales Representative
Arthur Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics

National Program Office

354 Jarvis St., Toronto 5, Ont.
Ernest L. Bushnell, Director-General of Programs
Charles Jennings, General Supervisor of Programs
Peter Aylen, Gneral Suprvisor, International Service (1236 Crescent St., Montreal, Que.)
Arthur L. Phelps, Assistant General Supervisor, International Service (1236 Crescent St., Montreal, Que.)
Harry J. Boyle, Program Director, Trans-Canada Network
H. G. Walker, Manager, Dominion Network
Andrew Allan, Supervisor of Drama
Jean-Marine Beaudet, Supervisor of Music and Director of French Network (1231 St. Catherine St. W., Montreal, Que.)
W. H. Brodie, Supervisor of Broadcast Language
Rupert Caplan, Supervisor of Production (1231 St. Catherine St. W., Montreal, Que.)
D. Claringbull, Manager, Personnel & Administrative Services
Andrew G. Cowan, European Representative, (c/o BBC, 200 Oxford St., London W.1, England)
Charles R. Delafield, Supervisor of International Exchange Broadcasts
W. J. Dunlop, Special Assistant, Religious and Institutional Broadcasts
Mary Grannan, Children's Broadcasts

STATIONS OF
CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1070	50000	689
CBF	Montreal, Que.	690	50000	700
CBH	Halifax, N. S.	1240	100	690
CBJ	Chicaoutimi, Que.	1580	1000	700
CBK	Watrous, Sask.	540	50000	705
CBL	Toronto, Ont.	740	50000	698
CBM	Montreal, Que.	940	5000	700
CBO	Ottawa, Ont.	910	1000	695
CBR	Vancouver, B. C.	1130	5000	686
CBV	Quebec, Que.	980	1000	702
CFAB	Windsor, N. S.	1450	250	690
CFAC	Calgary, Alta.	960	1000	683
CFAR	Flin Flon, Man.	1230	250	687
CFBC	Saint John, N. B.	930	5000	689
CFCF	Montreal, Que.	600	500	700
CFCH	North Bay, Ont.	600	100	695
CFCN	Calgary, Alta.	1010	10000	683
CFCO	Chatham, Ont.	630	100	693
CFCY	Charlottetown, P. E. I.	630	5000 D, 1000 N.	699
CFGP	Grande Prairie, Alta.	1050	1000	684
CFJC	Kamloops, B. C.	910	1000	684
CFJM	Brockville, Ont.	1450	250	693
CFNB	Fredericton, N. B.	550	1000	688
CFOR	Orilla, Ont.	1450	250	695
CFOS	Owen Sound, Ont.	1470	1000	696
CFPA	Port Arthur, Ont.	1230	250	696
CFPL	London, Ont.	1570	5000	695
CFPR	Prince Rupert, B. C.	1240	50	685
CFQC	Saskatoon, Sask.	600	1000	705
CFRB	Toronto, Ont.	860	10000	698
CFRC	Kingston, Ont.	1490	100	694
CFRN	Edmonton, Alta.	1260	1000	683
CHAB	Moose Jaw, Sask.	800	5000	704
CHAD	Amos, Que.	1340	250	699
CHAT	Medicine Hat, Alta.	1270	1000	684
CHEF	Granby, Que.	1200	250	700
CHEX	Petersborough, Ont.	1430	1000	696
CHGB	St. Anne de la Pocatiere, Que.	1360	1000	703
CHGS	Summerside, P. E. I.	1480	100	699
CHLN	Three Rivers, Que.	1450	250	704
CHLP	Montreal, Que.	1490	250	701
CHLT	Sherbrooke, Que.	900	1000	703
CHML	Hamilton, Ont.	900	5000	694
CHNC	New Carlisle, Que.	610	5000	702
CHNS	Halifax, N. S.	960	5000	690
CHOK	Sarnia, Ont.	1070	5000 D, 1000 N.	697
CHOV	Pembroke, Ont.	1340	250	696
CHRC	Quebec, Que.	800	5000	702
CHSJ	Saint John, N. B.	1150	5000	689
CHUM	Toronto, Ont.	1050	1000	698
CHWK	Chilliwack, B. C.	1340	250	684

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CJAD	Montreal, Que.	800	1000	701
CJAT	Trail, B. C.	610	1000	686
CJAV	Port Alberni, B. C.	1240	250	685
CJBC	Toronto, Ont.	1010	5000	698
CJBQ	Belleville, Ont.	1230	250	691
CJBR	Rimouski, Que.	900	5000	702
CJCA	Edmonton, Alta.	930	1000	683
CJCB	Sydney, N. S.	1270	5000	690
CJCH	Halifax, N. S.	1320	5000	690
CJCJ	Calgary, Alta.	1230	100	683
CJCS	Stratford, Ont.	1240	250	697
CJEM	Edmundston, N. B.	1230	250	688
CJFX	Antigonish, N. S.	580	5000	690
CJGX	Yorktown, Sask.	940	1000	705
CJIC	Sault Ste. Marie, Ont.	1490	250	697
CJKL	Kirkland Lake, Ont.	560	5000	694
CJLS	Yarmouth, N. S.	1340	100	691
CJOB	Winnipeg, Man.	1340	250	687
CJOC	Lethbridge, Alta.	1220	5000	684
CJOR	Vancouver, B. C.	600	5000	686
CJRL	Kenora, Ont.	1220	1000	694
CJSO	Sorel, Que.	1400	250	658
CJVI	Victoria, B. C.	1480	1000 D. 250 N.	686 703
CKAC	Montreal, Que	730	5000	701
CKBI	Prince Albert, Sask.	900	5000	704
CKCH	Hull, Que.	1240	250	700
CKCK	Regina, Sask.	620	1000	704
CKCO	Ottawa, Ont.	1310	1000	696
CKCR	Kitchener, Ont. (Waterloo)	1490	250	695
CKCV	Quebec, Que.	1280	1000	702
CKDO	Oshawa, Ont.	1240	100	695
CKCW	Moncton, N. B.	1220	5000	689
CKEY	Toronto, Ont.	580	5000	698
CKFI	Fort Frances, Ont.	1340	250	693
CKGB	Timmins, Ont.	680	5000	697
CKLN	Nelson, B. C.	1240	250	685
CKLW	Windsor, Ont.	800	5000	699
CKMO	Vancouver, B. C.	1410	1000	686
CKNB	Campbellton, N. B.	950	1000	688
CKNW	New Westminster, B. C.	1230	250	685
CKNX	Wingham, Ont.	920	1000	699
CKOC	Hamilton, Ont.	1150	5000	694
CKOV	Kelowna, B. C.	630	1000	685
CKPC	Brantford, Ont.	1380	100	691
CKPG	Prince George, B. C.	1230	250	685
CKPR	Fort William, Ont.	580	1000	693
CKRC	Winnipeg, Man.	630	1000	688
CKRM	Regina, Sask.	980	1000	705
CKRN	Rouyn-Noranda, Que.	1400	250	703
CKSB	St. Boniface, Man.	1250	1000	687
CKSF	Cornwall, Ont.	1230	250	693
CKSO	Sudbury, Ont.	790	5000	697
CKTB	St. Catharines, Ont.	1550	1000	697
CKTS	Sherbrooke, Que.	1240	250	703
CKUA	Edmonton, Alta.	580	1000	684
CKVD	Val D'Or, Que.	1230	100	704
CKWS	Kingston, Ont.	960	1000	694
CKWX	Vancouver, B. C.	980	5000	686
CKX	Brandon, Man.	1150	1000	687
CKY	Winnipeg, Man.	990	15000	688
VOCM	St. Johns, Newfoundland	1005	100	691
VONF	St. Johns, Newfoundland	640	10000	691
VOWN	Corner Brook, Newfoundland	840	250	691

ALBERTA

CFAC

CALGARY—EST. 1922

CBC TRANS CANADA & FOOTHILLS NET

Frequency: 960 Kc.....Power: 1000 Watts (CP-5000)
Owner By.....Calgary Herald
Operated By Taylor, Pearson & Carson Broadcasting Co., Ltd.
Address.....1000 Southam Building
Phone Number .....R 1036
Time on the Air.....6 a.m. to 12 midnight; Sunday: 8 a.m. to 12 midnight
Newspaper Affiliation..Calgary Dailv Herald
News Service.....BUP, Press News
Transcription Service.....NBC Thesaurus; World Broadcasting System; Associated
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.
Membership .....CAB, BBM

Personnel

President.....H. R. Carson
Station Manager.....A. M. Cairns
Production Supervisor.....R. Charman
Chief Engineer.....E. C. Connor

CFCN

CALGARY—EST. 1922

DOMINION NETWORK—CBC

Frequency: 1010 Kc.....Power: 10,000 Watts
Owned-Operated By..The Voice of the Prairies, Ltd.
Address.....Toronto General Trusts Bldg.
Phone Number.....M 1161
Time on the Air:....6:30 a.m. to 12 midnight
News Service .....CP, BUP
Transcription Service..Standard Radio; Lang-Worth
Representative....Radio Representatives, Ltd.,
Membership.....CAB, BBM

Personnel

President.....H. G. Love
Station Manager.....E. H. McGuire
Chief Engineer.....Bob Lamb

CJCJ

CALGARY—EST. 1927

CBC

Frequency: 1230 Kc.....Power 100 Watts
Owned-Operated By.....The Albertan Publishing Co.
Address .....Victory Bldg.
Phone Number.....Main 9966
Transmitter Location.....Grandview Heights
Time on the Air.....18 hours daily
Newspaper Affiliation..The Calgary Albertan
Transcription Service.....World, Lang-Worth, SESAC
News Service .....BUP
Membership .....CAB

Personnel

President.....G. M. Bell
Station Manager.....Don MacKay
Commercial Manager.....Fred Colborne
Chief Engineer.....Des Readwin

CFRN

EDMONTON—EST. 1934

CBC—DOMINION NETWORK

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By....Sunwapta Broadcasting Company, Ltd.
Address.....109 Canadian Pacific Railways Building
Phone Number.....22101
Transmitter Location.....Jasper Pl.
Time on the Air..Mon.-Sat., 6:30 a.m.-12 Mid.
News Service .....BUP
Transcription Service.....Standard Radio, Lang-Worth, Exclusive Transcribed System, Davis & Schwegler, Cole
Representative: Radio Representatives, Ltd.; H. N. Stovin
Membership.....CAB, BBM

Personnel

President.....G. R. A. Rice
Commercial Manager.....A. J. Hopps
Merchandising Manager.....Leo McKinnon
Production Manager.....Brander Parsons
Musical Director.....May Dennistoun
Chief Engineer.....Frank G. Makepeace

CJCA

EDMONTON—EST. 1922

CBC—TRANS. CANADA
ALBERTA FOOTHILLS NET

Frequency: 930 Kc.....Power: 1000 Watts
Owned By.....The Edmonton Journal, Ltd.
Operated By.....Taylor & Pearson Broadcasting Co., Ltd.
Address...Birk's Bldg., Jasper Ave. & 104th St.
Phone Number 26131
Transmitter Location..... Belmont
Time on the Air.....6:15 a.m. to 12 mid.
Newspaper Affiliation.....Edmonton Journal
New Service.....Canadian Press;
Transcription Service..NBC Thesaurus; World
Representative.....All-Canada Radio Facilities, Ltd; Weed & Co.
Membership.....CAB, BBM

Personnel

President.....J. M. Taylor
General Manager.....H. E. Pearson
Station Manager.....Gordon S. Henry
Commercial Manager.....A. H. Nicholl
Chief Engineer.....Frank Hollingworth

CKUA*

EDMONTON—EST. 1927

CBC
ALBERTA EDUCATIONAL NETWORK

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....The Alberta Govt. Telephones
Address .....Provincial Bldg.
Phone Number.....27212 & 27818
Transmitter Location.....So. Edmonton
Time on the Air.....7 a.m. to midnight

Personnel

Station Manager.....F. W. Blake
Program Director.....J. B. McRae

*Non-Commercial Station

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CFGP

GRANDE PRAIRIE—EST. 1937

CBC

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By: Northern Broadcasting Corporation, Ltd.
Address .....Grande Prairie
Time on the Air.....7 a.m.-11:00 p.m.
News Service .....BUP
Transcription Service.....United Transcribed
Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

General & Station Manager.....A. J. Balfour
Commercial Manager.....Gordon Cockburn
Chief Engineer.....G. L. Sadler

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CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK
TRANS CANADA
CANADIAN BROADCASTING CORP.

Frequency: 1220 Kc.....Power: 5000 Watts
Owned By.....Lethbridge Broadcasting, Ltd.
Operated By.....H. R. Carson, Ltd.
Address.....Marquis Hotel Bldg.,
Phone Number 3161
Transmitter Location .....Broxburn, Alberta
Time on the Air.....18 hours daily
News Service .....CP
Transcription Service.....NBC Thesaurus, Lang-Worth

Personnel

Station Manager.....William Guild
Sales-Commercial Mgr.....Cameron A. Perry
Production Manager.....George A. Brown
Publicity Director.....Norman V. Fisher
Chief Engineer.....Robert E. Reagh

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CHAT

MEDICINE HAT—EST. 1946

DOMINION—CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By:
Monarch Broadcasting Co., Ltd.
Address .....520 First St.
Phone Number.....2821
Transmitter Location.....Roytal, Alberta
Time on the Air.....17 hours daily
News Service..... BUP
Transcription Service.....Standard
Representative.....All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President.....J. H. Yuill
Station Manager.....R. J. Buss
Program Director.....Bartley Brown
Chief Engineer.....J. M. Ellis

—BRITISH COLUMBIA—

CHWK

CHILLIWACK—EST. 1927

CBC—DOMINION NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Fraser Valley Broadcasters, Ltd.
Address..... 16 Wellington Ave.
Phone Number 6106
Transmitter Location.....Chilliwack, B. C.
Time on the Air.....7 a.m. to 10:30 p.m.
Representative.....All-Canada Radio; Weed & Co.

Personnel

President.....C. Casey Wells
General Manager.....Jack Pilling
Commercial Manager.....W. G. Teetzel

CFJC

KAMLOOPS—EST. 1927

CBC—TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
Owned By.....Kamloops Sentinel, Ltd.
Operated By.....Radio Station CFJC
Address.....310 St. Paul St.
Phone Number.....1021
Transmitter Location.....North Kamloops
Time on the Air.....16 hours daily
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.
Membership.....CAB, BBM

Personnel

President.....Ronald E. White
General Manager .....Ian Clark

Assistant Manager.....Walter Harwood
Commercial Manager.....R. J. Innes
Program Director.....E. Reynolds
Chief Engineer.....G. Henderson
Record MC.....Chris. Hansen

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.
TRANS CANADA

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By....Okanagan Broadcasters, Ltd.
Address.....Radio Bldg.
Phone Number.....200 & 496
Transmitter Location..... Okanagan Mission, B. C.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service.....Press News
Transcription Service.....NBC Thesaurus, Lang-Worth, SESAC
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.
Membership.....CAB, BBM

Personnel

President.....J. W. B. Browne
Station Manager.....Stanley E. Tapley
Chief Engineer.....J. H. B. Browne

CKLN

NELSON—EST. 1939

CBS—TRANS-CANADA

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....News Publishing Co.
Address.....Box 250
Phone Number.....19
Transmitter Location.....Radio Avenue
Time on the Air.....16 hours daily
Newspaper Affiliation.....Nelson Daily News
News Service.....Press News
Transcription Service..... World
Representatives.....Horace N. Stovin, John E. Baldwin
Membership.....BBM, WAB

Personnel

Station Manager.....Joan Orr
Merchandising Manager.....M. Walsh
Chief Engineer.....H. Worsfold
Record MC.....T. Oliver

CKNW

NEW WESTMINSTER—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....International Broadcasting Co., Ltd.
Operated By.....William Rea, Jr.
Address.....Windsor Hotel Bldg.
Phone Number.....NW 3000
Transmitter Location.....Lulu Island, B. C.
Time on the Air.....19 hours daily
News Service.....Press News
Transcription Service.....World Broadcasting System, SESAC, Associated, M. M. Cole, UTS
Representative.....Radio Representatives, Canada; Forjoe & Co., U. S. A.

Personnel

President-General Mgr.....Wm. Rea, Jr.
Commercial Manager.....David Armstrong
Chief Engineer.....E. Ross MacIntyre

CJAV

PORT ALBERNI—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harold H. Warren
Address.....Capitol Theatre
Time on the Air.....7:30 a.m. to 10:30 p.m.
News Service.....Canadian Press
Transcription Service.....Lang-Worth
Representative.....Radio Representatives
Membership.....CAB

Personnel

President-Owner.....Harold H. Warren
Commercial Manager.....Gordon Carpenter

CKPG

PRINCE GEORGE—EST. 1946

TRANS-CANADA CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station CKPG, Ltd.
Address.....Ritz-Kiefer Hall, 436 George St.
Phone Number.....140
Transmitter Location.....South Ft. George
Time on the Air.....7 a.m. to 11 p.m.
Transcription Service.....UTS
Representatives....Weed & Co., All-Canada
Membership.....CAB

Personnel

President.....Frank H. Elphicke
Chief Engineer.....Ray J. Tate

CFPR

PRINCE RUPERT—EST. 1937

CANADIAN BROADCASTING CORP.
TRANS-CANADA

Frequency: 1240 Kc.....Power: 50 Watts
Owned By.....Northwest Broadcast & Service Co., Ltd.
Operated By....Canadian Broadcasting Corp.
Address.....P.O. Box 848
Phone Number..... 863
Time on the Air.....7:30 a.m. to 11 p.m.
Representative.....Horace N. Stovin & Co.

Personnel

President.....F. E. Batt
General Mgr.-Station Mgr.....C. H. Insulander
Chief Engineer.....C. H. Insulander
Record MC.....I. L. Morris

CJAT

TRAIL—EST. 1932

CANADIAN BROADCASTING CORP.
TRANS-CANADA

Frequency: 610 Kc.....Power: 1000 Watts
Owned By.....Kootenay Broadcasting Company, Limited
Operated By.....Taylor, Pearson & Carson,
Address .....815 Victoria Street
Phone Number.....737, 1243
Time on the Air.....7 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co., (U.S.A.)
Membership.....CAB, BBM

Personnel

Station Manager.....Eric C. Aylen
Chief Engineer.....Gordon Fairweather

CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.
TRANS-CANADA NETWORK

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Broadcasting Corp.
Address .....701 Hornby St.
Phone Number .....MArine 6121
Transmitter Location.....Lulu Island, B. C.
Time on the Air.....7 a.m. to 12 midnight Sunday, 11:14 a.m. to 2.57 a.m.
News Service..Canadian Press; BUP; Reuters
Representative.....Canadian Broadcasting Corp.
Membership .....BBM

Personnel

General Manager.....Dr. Augustin Frigon
Station Manager.....Ira Dilworth
Commercial Mgr.....E. A. Weir, CBC, Toronto
Chief Engineer.....A. B. Ellis

CJOR

VANCOUVER—EST. 1926

CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business Address.....846 Howe St.
Phone Number.....MArine 6464
Transmitter Location.....Lulu Island, B. C.
Time on the Air.....6:30 a.m. to midnight; Sundays: 7:30 a.m. to midnight
News Service.....PN, BUP
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative....Adam J. Young, Jr. (U.S.A.); H. N. Stovin (Canada)
Membership.....CAB, BBM

Personnel

President-General Mgr.....Geo. C. Chandler
Chief Engineer.....Arthur M. Chandler

CKMO

VANCOUVER—EST. 1922

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....British Columbia Broadcasting System, Ltd.
Address .....812 Robson St.
Phone Number.....MArine 1271-2
Time on the Air.....24 hours daily
News Service .....British United Press
Transcription Service.....Standard, SESAC
Representative....Radio Representatives, Ltd.; Howard H. Wilson Co.
Membership .....CAB

Personnel

President.....Mrs. R. J. Sprott
General Manager.....John N. Hunt
Commercial Manager.....T. Slattery
Chief Engineer.....R. Whiteside

CKWX

VANCOUVER—EST. 1923

MBS—DON LEE

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By Western Broadcasting, Co., Ltd.
Address .....543 Seymour Street
Phone Number.....MArine 3344
Time on the Air....6:30 a.m. to 12 midnight; Sunday: 8 a.m. to 12 midnight
News Service.....Press News, UP
Transcription Service.....World Broadcasting System; Lang-Worth
Representative.....All-Canada Radio Facilities, Ltd. (Canada), Weed & Co., U.S.A.

Personnel

President.....Arthur Holstead
Manager.....Frank H. Elphicke
Chief Engineer.....Jack Gordon

CJVI

VICTORIA—EST. 1934

DOMINION-CBS (PACIFIC REGION)

Frequency: 1480 Kc.....Power: 1000 d., 250 n.
Owned-Operated By....Island Broadcasting Company, Ltd.
Address.....620 View St.
Phone Number....Garden 2014, Beacon 1911
Time on the Air.....6:30 a.m. to 11:30 p.m.;
News Service .....CP
Transcription Service..NBC Thesaurus, World

Personnel

President .....H. T. Matson
Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—EST. 1928

DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By ....Manitoba Telephone
Address .....8th Street & Princess Ave.
Phone Number 4532
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service...NBC Thesaurus, World
News Service .....BUP
Representative.....Horace N. Stovin & Co.

Personnel

Station Manager .....W. F. Seller
Sales Manager.....W. T. Grigg
Program Director.....Eric Davies

CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Arctic Radio Corporation, Ltd.
Operated By.....S. J. Beauford, Sec-Treas.
Address.....75 Hill St.
Phone Number 290
Time on the Air.....Shares Time
News Service..... BUP
Transcription Service .....Lang-Worth
Representative.....H. N. Stovin (Canada); Adam J. Young (U.S.A.)

Personnel

Secretary-Treasurer.....S. J. Beaufoy
Chief Engineer.....Gordon Woodward

CKSB

ST. BONIFACE—EST. 1945

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By..Radio St. Boniface Ltd.
Address.....607 College St.
Phone Number 204, 865-6
Time on the Air.....16 hours daily
News Service.....BUP
Transcription Service.....Associated
Representative.....C. W. Wright
Membership ..... CAB

Personnel

President.....Dr. H. Guyot
Managing Director.....Louis E. Leprohon
Chief Engineer.....D. R. Thomson

CJOB

WINNIPEG—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Blick Broadcasting Ltd.
Address .....Lindsay Bldg.
Phone Number.....96374
Transmitter Location.....Thibault St. & Notre Dame Ave., St. Boniface, Man.

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WHATEVER your problem, let the All-Canada man help you solve it. Together, you can work out a campaign that meets your needs . . . one that fits your budget. Through the thirty-one All-Canada stations, you can spot your message in the key areas where you have distribution . . . be able to reach more effectively your potential customers in those regions.



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VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

Time on the Air.....24 hours daily
News Service.....PN, BUP
Transcription Service.....Associated
Representative.....Radio Representatives
Membership.....CAB, BBM

Personnel

Owner-General Mgr.....John O. Blick
Commercial Manager.....A. J. Messner
Program Director.....C. E. Farey
Chief Announcer.....George Davies
Chief Engineer.....R. Durie
Record MC.....O. V. Turland

CKRC

WINNIPEG—EST. 1934

CBC—DOMINION NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By....Transcanada Communications, Limited
Business Address.....Free Press Bldg.
Phone Number.....92266
Transmitter Location.....Middlechurch,
Time on the Air.....17½ hours daily
Transcription Service.....World Broadcasting System; Lang-Worth; Standard
Newspaper Affiliation....Winnipeg Free Press
News Service.....CP, BUP
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)
Membership.....CAB, BBM

Personnel

President.....V. Sifton
Station Manager.....G. Gaetz
Chief Engineer.....Bert Hooper

CKY

WINNIPEG—EST. 1923

CANADIAN BROADCASTING CORP.
TRANS-CANADA

Frequency: 990 Kc.....Power: 15000 Watts
Owned-Operated By.....Manitoba Telephone
Address.....Telephone Bldg.
Phone Number.....92-191
Transmitter Location.....Headingly, Man.
Time on the Air.....7 a.m. to 12 Mid.
News Service.....BUP, CP
Transcription Service.....NBC Thesaurus
Representative.....Horace N. Stovin & Co. (Canada); Adam J. Young, Jr., Inc. (U.S.A.)

Personnel

General Manager.....W. A. Duffield
Commercial Manager.....Wilfred Carpentier
Program Director.....R. H. Roberts
Chief Announcer.....Tom Benson
Chief Engineer.....George Henderson

—NEW BRUNSWICK—

CKNB

CAMPBELLTON—EST. 1939

CBC DOMINION NETWORK

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....Restigouche Broadcasting Co., Ltd.
Address.....P.O. Box 840
Phone Number.....8
Studio Address....Bank of Nova Scotia Bldg.
Transmitter Location.....Maple Green, N. B.
Time on the Air.....7:55 a.m. to 1:15 p.m.
Transcription Service.....All-Canada
Representative: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U.S.A.)
Membership.....CAB

Personnel

Managing Director.....Dr. Charles H. Houde
Station Manager.....Stan Chapman
Program Director.....James Woods
Chief Engineer.....L. P. Paquet

CJEM

EDMUNDSTON—EST. 1945

CBC FRENCH—(Supplementary)

Frequency: 1230 Kc.....Power: 250 Watts
Owned and Operated By.....Edmundston Radio, Ltd.
Address.....99 Canada Road
Phone.....296
Transmitter Location:.....Iroquois, N. B.
Time on the Air.....15½ hours daily
Transcription Service.....World
Representative...H. N. Stovin & Co. (Canada); Adam J. Young, Inc. (U.S.A.)
Membership.....BBM

Personnel

President.....Dr. P. C. Laporte
Station Manager.....R. W. Leclair
Commercial Manager.....Frank A. Jean
Chief Engineer.....Cyrille Fournier

CFNB

FREDERICTON—EST. 1923

CBC-BASIC

Frequency: 550 Kc.....Power 1000 Watts
Owned-Operated By.....James S. Neill & Sons, Ltd.
Address.....Fredericton, N. B.
Phone Number.....1215
Transmitter Location.....Lincoln, N. B.
Time on the Air.....6:15 a.m. to 12:30 a.m.
News Service.....British UP
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General & Station Manager...D. Malcolm Neill

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CKCW

MONCTON—EST. 1934

CBC (DOMINION)
CBC (MARITIME)

Frequency: 1220 Kc.....Power: 5,000 Watts
Owned-Operated By....The Moncton Broadcasting Company, Limited
Address.....Knights of Pythias Hall
Phone Number.....9111
Time on the Air.....7 a.m. to 12:15 a.m.
News Service.....BUP
Transcription Service.....World Broadcasting System; United Transcribed Service; Lang-Worth
Representative....H. N. Stovin Co. (Canada); Joseph McGillvra (U.S.A.)

Personnel

President.....J. L. Black
Chief Engineer.....J. A. White

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CBA

SACKVILLE—EST. 1939

CBC—TRANS-CANADA
CBC MARITIME NETWORK

Frequency: 1070 Kc.....Power: 50000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Address.....United Service Building, 100 Sackville St., Halifax, N. S.
Phone Number.....3-6188
Transmitter Location.....Sackville, N. B.
Time on the Air.....16½ hours daily
News Service.....CP, BUP, Reuters
Representative.....CBC

Personnel

Chief Executive, Gen. Mgr.....Dr. Augustin Frignon
Chief Engineer.....H. M. Smith

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CFBC

SAINT JOHN—EST. 1946

CBC DOMINION

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Fundy Broad. Co., Ltd.
Address.....4 Carelton St.
Phone Number.....3-2421
Time on the Air.....6 a.m. to 12:15 a.m.
News Service.....BUP
Transcription Service.....NBC Thesaurus
Representative...All Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U.S.A.)
Membership.....CAB

Personnel

Station Manager.....Norman Botterill

CHSJ

SAINT JOHN—EST. 1934

CBC—TRANS CANADA

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By....New Brunswick Broadcasting Company, Limited
Address.....14 Church St.
Phone Number.....3-3304
Transmitter Location.....Coldbrook, N. B.
Time on the Air.....6 a.m. to 12:15 a.m.
Newspaper Affiliation..The Telegraph-Journal & The Evening Times-Globe
News Service.....Press News
Transcription Service.....World Broadcasting System, Lang-Worth, Associated, Standard, UTS
Representative.....H. N. Stovin Co., Ltd. (Canada); Adam J. Young, Jr. (U.S.A.)
Membership.....CAB

Personnel

Station Manager.....George A. Cromwell
Commercial Manager.....Cleve G. Stillwell
Program Director.....Cleve Stillwell
Production Manager.....Alfred Murphy
Publicity Director.....Christine Fewings
Chief Engineer.....J. G. Bishop
Record MC.....Foster Marr

Keep your eye
on **CHSJ**
Saint John
Canada

Reaching a vital Market Day and Night with

5000 Watts

CHSJ
SAINT JOHN, N. B., CANADA

Representatives
H. N. Stovin & Co.—Canada
Adam J. Young, Jr., Inc.—U. S. A.

NOVA SCOTIA

CJFX

ANTIGONISH—EST. 1943

CBC—DOMINION
CBC—MARITIME

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Broadcasters, Ltd.
Address: Broadcasting Bldg., Antigonish, N. S.
Phone Number.....66
Transmitter Location.....New Glasgow Road
Time on the Air.....7:25 a.m. to 12:15 a.m.
News Service .....PN
Transcription Service.....United Transcribed Service; Lang-Worth
Representative..James L. Alexander (Canada); Adam J. Young, Jr., Inc. (U.S.A.)

Personnel

President-General Mgr.....J. Clyde Nunn
Chief Engineer.....Gordon C. MacDougall

CBH

HALIFAX—EST. 1944

TRANS-CANADA
CBC MARITIME

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By...Canadian Broadcasting Corp.
Business Address.....100 Sackville St.
Phone Number 3-6188
Transmitter Location.....Sackville, N. B.
Time on the Air.....16½ hours daily
News Service.....CP, BUP, Reuters
Representatives.....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. Augustin Frigon
Regional Program Director-
Station Manager.....W. E. S. Briggs
Commercial Manager.....E. A. Weir, CBC
Program Director.....W. E. S. Briggs
Production Manager.....J. R. Kennedy
Publicity Director.....Wells Ritchie
Musical Dir.—CBC, Montreal.....J. M. Beaudet
Regional Engineer.....H. M. Smith

CHNS

HALIFAX—EST. 1926

CBC (DOMINION)
CBC (MARITIME)

Frequency: 960 Kc.....Power: 5,000 Watts
Owned-Operated By.....Maritime Broadcasting Company, Ltd.
Address .....10 Tobin Street (Broadcasting House)
Phone Number 3-8318
Transmitter Location.....Rockingham, Halifax County, N. S.
Time on the Air.....7:30 a.m. to 12:15 a.m.; Sun., 9 a.m. to 12:15 a.m.
Newspaper Affiliation.....Halifax Herald
News Service.....CP, BUP
Transcription Service.....Langworth; NBC Thesaurus; World Broadcasting System, U.T.S.
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)
Membership.....CAB, BBM

Personnel

Chief Executive.....Major Wm. C. Borrett
Station Manager.....Gerald J. Redmond
Commercial Manager.....Harry Stephen
Chief Engineer.....Arthur W. Greig
Record MC.....David Murray

CJCH

HALIFAX—EST. 1944

TRANS-CANADA

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Chronicle Co. Ltd.
Business Address.....Lord Nelson Hotel
Phone Number.....3-7311
News Service .....PN
Transcription Service .....Standard
Representative .....Stovin, John Hershey McGillvra, Inc.
Membership .....NAB

Personnel

Station Manager.....Lew Hill
Chief Engineer.....A. R. MacWilliam

CJCB

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Eastern Broadcasters, Ltd.
Address ..... Radio Bldg.
Phone Number.....209-1412
Time on the Air.....8 a.m. to 12 midnight
News Service.....Canadian Press News
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Chief Owner, General Mgr.....N. Nathanson
Program Director.....C. J. MacDougal

CFAB

WINDSOR—EST. 1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned and Operated By.....Evangeline Broadcasting Co.
Address.....7 Clifton Avenue
Phone Number.....498
Transmitter Location.....Falmouth
Time on the Air.....6:55 a.m. to 9 p.m.
News Service .....CP
Transcription Service....U. T. S.; M. M. Cole

Representative.....James L. Alexander (Canada); Adam J. Young, Jr., Inc. (U.S.A.)

Personnel

Owner-Gen. Mgr.....Avard M. Bishop
Program Director.....Willard A. Bishop
Publicity Director.....Gene Alton
Chief Announcer.....Sydney V. Davison
Musical Director.....John Aikens
Chief Engineer.....J. Arthur Manning

CJLS

YARMOUTH—EST. 1934
CANADIAN BROADCASTING CORP.
MARITIME

Frequency: 1340 Kc.....Power: 100 Watts
Owned By .....Gateway Broadcasting Company
Operated By.....Laurie L. Smith
Address .....Radio Building, Main Street
Phone Number..... 500
Transmitter Location.....Radio Building
Time on the Air.....8 a.m. to 12 midnight
News Service .....PN
Representative...All-Canada Radio Facilities, Ltd., Weed & Co.

Personnel

President-Station Manager....Laurie L. Smith
Program Director.....E. L. Mabey
Chief Engineer.....Donald L. Smith

NEWFOUNDLAND

VOWN

CORNER BROOK—EST. 1943

Frequency: 840 Kc.....Power: 250 Watts (CP-1000)
Owned-Operated By....Broadcasting Corp. of Newfoundland
Address.....Corner Brook
Phone Number.....519
Studio Address.....Glynmill Inn
Transmitter Location.....Pine Hill
Time on the Air.....10 a.m. to 2 p.m. and 6 p.m. to 11 p.m.
Transcription Service...Standard, Lang-Worth

Personnel

General Manager.....W. F. Galgay
Station Manager.....Cliff Hierlihy
Chief Announcer.....Arthur Barrett
Chief Engineer.....Cliff Hierlihy

VOCM

ST. JOHNS—EST. 1945

Frequency: 1005 Kc.....Power: 100 Watts
Owned-Operated By....Colonial Broadcasting System, Ltd.
Address.....P.O. Box 809

Personnel

Director.....J. L. Butler

VONF

ST. JOHNS—EST. 1939

Frequency: 640 Kc.....Power: 10000 Watts
Owned-Operated By....Broadcasting Corp. of Newfoundland
Address.....P.O. Box E5372
Phone Number 1047
Representative.....All-Canada Radio Facilities, Ltd.

Personnel

Station Manager.....W. F. Galgay
Commercial Manager.....Gordon D. Halley

ONTARIO

CJBQ

BELLEVILLE—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station CJBQ
Address.....11 Victoria Ave.
Phone Number 3200-1
Transmitter Location.....R. R. No. 5
Time on the Air.....7 a.m. to 11 p.m.; Sunday: 8:30 a.m. to 11 p.m.
News Service .....PN
Transcription Service.....Thesaurus, World
Representative...H. N. Stovin & Co. (Canada); Adam J. Young, Jr., Inc. (N.Y.)

Membership ..... CAB

Personnel

Chief Executive.....A. McLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....T. V. Wilkinson
Chief Engineer.....J. B. Buchanan

CKPC

BRANTFORD—EST. 1933
CBC—DOMINION NETWORK
Frequency: 1380 Kc.....Power: 100 Watts

What do you mean by

First?

Do you mean "earliest" ... or "of highest repute"

Whichever way you take it, CFRB is the *best* radio buy in Canada's richest market!

THE FIRST TWENTY YEARS: Since 1926, this station has pioneered! Today, it *still* pioneers, spending more money, working towards an even more successful future. As one small example, CFRB has been broadcasting Frequency Modulation for six years. Because this station serves Ontario listeners best, it pays *you* best as an advertiser!

PUBLIC SERVICE: In Ontario CFRB is first for entertainment, first for information, first for inspiration! It supports every community effort, reports all important news and rounds out its broadcast pattern with excellent public service programs. By consistently planning a balanced program schedule, CFRB has built up and holds a *loyal,* responsive audience!

SALES RESULTS: This station is the unquestioned *first* as an advertising buy in Ontario. The proof is simple: take (1) widest coverage (2) largest share of popular programs (3) greatest listener loyalty . . . and you have the most *productive* station. An investment in a CFRB audience is a *solid* investment!

CFRB

PLANNING NOW FOR THE NEXT TWENTY YEARS!

Representatives:

UNITED STATES — Adam J. Young Jr., Incorporated

CANADA — All-Canada Radio Facilities Ltd.

Owned By.....Telephone City Broadcast, Ltd.
Operated By.....Mrs. F. M. Buchanan
Address .....49-51 Colborne St.
Phone Number.....5140-1
Time on the Air.....6 a.m. to 11:30 p.m.
News Service .....BUP
Transcription Service .....World Broadcasting System; United Transcribed Service
Representative.....J. L. Alexander

Personnel

Owner.....Mrs. F. M. Buchanan
General Manager.....Hugh Bremner
Commercial Manager.....Carl Roadhouse
Chief Engineer.....Alfred Teague

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CFJM

BROCKVILLE—EST. 1942

CBC—DOMINION NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Eastern Ontario Broadcasting Co., Ltd.
Address .....Revere Hotel
Phone Number.....4628
Time on the Air.....7:30 a.m. to 11:10 p.m.
News Service.....BUP
Transcription Service.....Standard, UTS
Representative.....James L. Alexander
Membership .....CAB

Personnel

President-General Mgr.....Jack Murray
Station Manager.....E. Gunyou

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CFCO

CHATHAM—EST. 1926

DOMINION

Frequency: 630 Kc.....Power: 100 Watts
Owned-Operated By.....John Beardall
Business Address.....P. O. Box 275
Phone Number..... 2626
Studio Address.....William Pitt Hotel
Transmitter Location.....William Pitt Hotel
Time on the Air.....7:15 a.m. to 12:30 p.m.
News Service..... British UP

Personnel

Owner-Manager .....John Beardall
Chief Engineer .....Gordon Brooks

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CKSF

CORNWALL—EST. 1945

CBC—DOMINION NETWORK
(Supplementary)

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Standard-Freeholder, Ltd.
Business Address.....36 Pitt Street
Phone Number.....1703
Transmitter Location.....Toll Gate Road
Time on the Air.....6:45 a.m. to 11:15 p.m.
Newspaper Affiliation....Standard-Freeholder, Cornwall Daily
News Service .....CP
Transcription Service.....World, All Canada, London
Representative.....H. N. Stovin & Co.
Membership.....CAB, BBM

Personnel

General Manager.....H. Duncan Wightman
Station Manager.....H. Harrison Flint
Chief Engineer.....Mahlow Clark

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CKFI

FORT FRANCES—EST. 1944

CBC DOMINION (Supplemental)

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Rainy Lake Broadcasting Co., Ltd.
Address.....Wells Bldg., Ft. Frances; Border Theater Bldg., Intl. Falls, Minn.
Phone Numbers.....Ft. Frances 200; Intl. Falls 300
Transmitter Location.....Pithers Point Park
Time on the Air.....7 a.m. to 11 p.m.; Sun., 8 a.m. to 11 p.m.
News Service .....BUP
Transcription Service.....Cole
Representatives.....James L. Alexander; A. J. Messner; Adam J. Young, Jr., Inc.
Membership ..... CAB

Personnel

President.....J. M. Reid
General Manager.....J. M. Reid
Chief Engineer.....R. E. Martin

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CKPR

FORT WILLIAM—EST. 1931

TRANS-CANADA NETWORK

Frequency: 580 Kc.....Power: 1000 Watts
Owned By.....Dougall Motor Car Co.
Operated By.....H. F. Dougall
Address.....Radio Hall, South May St.
Phone Number.....South 315
Studio Address.....106 So. May St.
Time on the Air.....7:30 a.m. to 11:40 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representatives...Radio Representatives, Ltd.; H. N. Stovin Co.; Howard H. Wilson Co. (U.S.A.)
Membership.....CAB, BBM

Personnel

President-General Mgr.....H. F. Dougall
Chief Engineer.....T. Ross

CHML

HAMILTON—EST. 1927

CBS DOMINION (Supplementary)

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By.....Maple Leaf Broadcasting Co., Ltd.
Address.....36 James St. S.
Phone Number.....7-1595
Transmitter Location.....Vinemount
Time on the Air.....5:55 a.m. to 1:10 a.m.
News Service.....BUP
Transcription Service.....Standard Radio; Associated Music Publishers; United Transcribed Service
Representatives.....Adam J. Young, Jr., H. N. Stovin
Membership.....CAB, BBM

Personnel

President.....K. D. Soble
Station Manager.....T. E. Darling
Chief Engineer.....Ford Smith

CKOC

HAMILTON—EST. 1922

CBC—TRANS-CANADA

Frequency: 1150 Kc.....Power: 5,000 Watts
Owned-Operated By.....Wentworth Radio Broadcasting Co., Ltd.
Address.....King William & John Sts.
Phone Number.....7-4484
Transmitter Location.....Elfrida, Ont.
Time on the Air.....6 a.m. to 12:10 a.m.; Sunday: 9 a.m. to 12:10 a.m.
News Service.....CP
Transcription Service.....World Broadcasting System; NBC Thesaurus; Lang-Worth
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)
Membership.....CAB, BBM

Personnel

President.....Harold R. Carson
Station Manager.....Wm. T. Cranston
Commercial Manager.....A. Orrin Botsford
Chief Engineer.....Les Horton
Record MC.....Bud de Bow

CJRL

KENORA—EST. 1942

CBC-DOMINION—CBC-EASTERN

Frequency: 1220 Kc.....Power: 1000
Owned-Operated By....Kenora Broadcasting Co., Ltd.
Address.....Brydon Block, Main St.
Phone Number.....717
Transmitter Location.....Jaffray Township
Time on the Air.....7:30 a.m. to 11 p.m.
News Service.....PN, AP
Transcription Service.....Thesaurus
Representative.....H. N. Stovin & Co.
Membership.....CAB

Personnel

General Manager.....A. L. Garside
Station Manager.....Jerry Tonkin
Chief Engineer.....P. Whitebread

CFRC *

KINGSTON—EST. 1944

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Queen's University,
Business Address.....Queens University

* Fleming Hall (Non-Commercial Station)

CKWS

KINGSTON—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts
Owned By....Allied Broadcasting Corp., Ltd.
Address.....King St.
Phone Number.....4401
Transmitter Location.....Wolfe Island
Time on the Air.....6:30 a.m. to 12:10 a.m.
Newspaper Affiliation.....Kingston Whig-Standard
News Service.....CPN
Transcription Service.....NBC Thesaurus, Standard, Lang-Worth
Representative.....National Broadcast Sales (Canada); Donald Cooke, Inc. (U.S.A.)
Membership.....CAB

Personnel

President.....Senator W. R. Davies
Station Manager.....Roy W. Hoff
Chief Engineer.....Burt Coy

CJKL

KIRKLAND LAKE—EST. 1934

CANADIAN BROADCASTING CORP.—

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Northern Broadcasting & Publishing, Ltd.
Address.....Woolworth Bldg., 22 Govt. Rd. W.
Phone Number.....27
Transmitter Location.....Dane, Ontario
Time on the Air.....6 a.m. to 12 midnight; Sunday: 8:45 a.m. to 12 midnight
Newspaper Affiliation...Timmins Daily Press; Kirkland Lake Northern News
News Service.....CP
Transcription Service, Standard, NBC Thesaurus, Lang-Worth
Representative.....National Broadcast Sales (Canada); Donald K. Cooke, Inc. (U.S.A.)
Membership.....CAB

Personnel

President.....Roy H. Thompson
Station Manager.....Brian G. Shellon
Commercial Manager.....Thomas J. Warner
Program Director.....N. J. Weatherwax
Chief Announcer.....K. B. Crossley
Musical Director.....Robert Redmond
Chief Engineer.....T. G. Watson

CKCR

KITCHENER-WATERLOO—EST. 1929

CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Kitchener & Waterloo Broadcasting Co.
Operated By.....W. M. Mitchell & G. Liddle
Address.....125 King St. W.
Phone Number.....3-3628
Transmitter Location.....Guelph St.
Time on the Air.....16 hours daily
News Service.....CPN
Transcription Service.....United Transcribed Service
Representative.....William Wright

Personnel

Owners.....W. C. Mitchell, G. Liddle
General Manager.....W. C. Mitchell
Chief Engineer.....Ion Hartman

CFPL

LONDON—EST. 1933—EST. 1922

CANADIAN BROADCASTING CORP.—DOMINION NETWORK

Frequency: 1570 Kc.....Power: 5,000 Watts
Owned-Operated By.....The Free Press Printing Co., London
Address.....442 Richmond St.
Phone Number.....Metcalfe 5200
Transmitter Location.....Wellington Rd.
Time on the Air.....7 a.m. to midnight
Newspaper Affiliation ....London Free Press
News Service.....PN
Transcription Service..NBC Thesaurus, World
Representative....Joseph Hershey McGillvra, Inc. (U.S.A.), Horace N. Stovin & Co. (Canada)
Membership.....CAB

Personnel

President.....Walter J. Blackburn
General Manager.....Walter J. Blackburn
Chief Engineer.....John Warder

CFCH

NORTH BAY—EST. 1931

CBC—TRANS-CANADA NETWORK

Frequency: 600 Kc.....Power: 100 Watts
Owned-Operated By.....Northen Broadcasting & Publishing, Ltd.
Address.....37 Main St., East
Phone Number.....2400
Transmitter Location.....Callander Highway
Time on the Air.....7:45 a.m. to 12:15 p.m.
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service; Lang-Worth
Representative...National Broadcasting Sales

Personnel

Station Manager.....Cliff Pickrem
Chief Engineer.....Jack Barnaby

CFOR

ORILLA—EST. 1945

CBC—DOMINION NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gordon E. Smith
Address.....Loblaw Bldg.
Phone Number.....187
Transmitter Location.....Orilla Township
Time on the Air.....7 a.m. to 12:10 a.m.
News Service.....BUP
Transcription Service..NBC Thesaurus, U.T.S.
Representatives....H. Stovin & Co. (Canada); Adam J. Young, Jr. (U.S.A.)
Membership.....CAB, BBM

Personnel

President-General Mgr.....Gordon E. Smith
Station Manager.....Russel E. Waters
Chief Engineer.....D'arcy Frezell
Record MC.....James A. Sullivan

CKDO

OSHAWA—EST. 1946

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By....Oshawa Broadcasting Co., Ltd.
Address.....70 King St. E.
Phone Number.....4481
Studio Address.....c/o Genosha Hotel
Transmitter Location.....E. Whitby Township
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....PN
Transcription Service.....NBC Thesaurus
Representative.....James L. Alexander
Membership.....CAB

Personnel

President-General Mgr.....George M. Elliott
Commercial Manager.....George M. Elliott
Chief Engineer.....George Blanchett

CBO

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.—TRANS-CANADA NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation

Address.....Chateau Laurier Hotel
Phone Number 2-1151
Studio Address .....Chateau Laurier Hotel
Transmitter Location.....Hawthorne, Ont.
Time on the Air.....7 a.m. to 12:05 a.m. Sunday: 9 a.m. to 12:05 a.m.
Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. Augustin Frigon
Station Manager.....Charles P. Wright

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CKCO

OTTAWA—EST. 1924

DOMINION

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By .....Dr. G. M. Gelbert
Address.....272 Somerset St., West
Phone Number 2-3611
Time on the Air:8 a.m. to 11 p.m.; Sundays, 12 noon to 11 p.m.
News Service .....BUP
Transcription Service.....Associated Music Publishers; Lang-Worth
Representative.....Stovin & Wright (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

Manager.....G. M. Geldert
Chief Engineer.....W. D. McLellan

○

CFOS

OWEN SOUND—EST. 1940

CBC—DOMINION

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Grey & Bruce Broadcasting Co., Ltd.
Address .....904 Second Ave., East
Phone Number 1940-1
Transmitter Location.....R. R. No. 4, Sydenham Township, Ont.
Time on the Air.....7 a.m. to 11:05 p.m.
Newspaper Affiliation.....Owen Sound Daily Sun Times
News Service.....PN
Transcription Service.....World Broadcasting System
Representatives.....Stovin (Canada); Adam J. Young, Jr. (U.S.A.)
Membership.....CAB, BBM

Personnel

President.....Howard Fleming
Managing Director.....Ralph Snelgrove
General Manager.....Ralph Snelgrove
Musical Director.....Everett Smith
Chief Engineer.....William Vallins

CHOV

PEMBROKE—EST. 1942

CBS—DOMINION NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ottawa Valley Broadcasting Co., Ltd.
Address.....97 Albert St.
Phone Number.....430
Transmitter Location.....East of Pembroke
Time on the Air.....7 a.m. to 11:30 p.m.
News Service .....BUP
Transcription Service.....NBC Thesaurus
Representatives.....H. N. Stovin Co. (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

President .....D. A. Jones
V. P.-Station Manager.....E. G. Archibald
Sales Manager.....W. M. J. Montaigne
Chief Engineer.....W. E. Schmidt

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CHEX

PETERSBOROUGH—EST. 1942

CANADIAN BROADCASTING CORP.—DOMINION NETWORK

Frequency: 1430 Kc.....Power: 1000 Watts
Owned By....Petersborough Broadcasting Co.
Operated By.....Northern Broadcasting & Pub. Co., Ltd.
Address.....Radio Station CHEX, Examiner
Phone Number.....4644
Studio Address.....Examiner Bldg., Water St. Entrance
Transmitter Location.....Otanabee Township
Time on the Air.....6 a.m. to 12:05 a.m.; Sunday: 9 a.m. to 11:15 p.m.
Newspaper Affiliation.....Peterborough Examiner
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service, Lang-Worth
Representative.....National Broadcast Sales (Canada); Donald Cooke, Inc. (U.S.A.)

Personnel

President.....Sen. R. W. Davies
General Manager.....J. M. Davidson
Station Manager.....Harold G. Burley
Commercial Manager.....Elwood Jones
Merchandising Manager....Harry R. McClay
Chief Engineer.....A. E. Crump
Record MC.....Frank Hamon

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CFPA

PORT ARTHUR—FORT WILLIAM—EST. 1944

CBC—DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker

Address.....Public Utilities Bldg., Port Arthur
Phone Number.....North 315
Transmitter Location....14th Ave., Port Arthur
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service...Standard, Lang-Worth
Representatives....National Broadcast Sales, All-Canada Radio Facilities, Weed & Co. (U.S.A.)

Personnel

Chief Owner.....Ralph H. Parker
Commercial Manager.....R. P. MacGowan
Program Director.....Edison Gunn

CKTB

ST. CATHARINES—EST. 1933

CBC—DOMINION NET (Supplementary)

Frequency: 1550 Kc.....Power: 1,000 Watts
Owned-Operated By.....The Niagara District Broadcasting Co., Ltd.
Address .....12 Yates Street
Transmitter Location.....Port Dalhousie, Ont.
Time on the Air.....6 a.m. to 12 midnight; Sunday: 8:30 a.m. to 12 midnight
News Service..... PN
Transcription Service.....UTS
Representatives....National Broadcast Sales; Joseph Hershey McGillvra, Inc.

Personnel

Chief Owner.....W. B. C. Burgoyne
General Manager.....H. G. Burgoyne
Chief Engineer.....W. Allen
Record MC.....H. Wardell

CHOK

SARNIA—EST. 1946

CBC—TRANS-CANADA

Frequency: 1070 Kc...Power: 5000 D., 1000 N.
Owned-Operated By .....Sarnia Broadcasting Co., Ltd.
Address.....148½ Front St. N.
Transmitter Location.....5 miles E. of Sarnia on Petrolia Rd.
Time on the Air.....6 a.m. to 2 a.m.
News Service.....CP, AP
Transcription Service.....NBC Thesaurus, Standard, Lang-Worth
Representative.....National Broadcast Sales (Canada); Donald Cooke, Inc. (U.S.A.)

Personnel

President.....H. M. Hueston
Managing Director.....Claude R. Irvine
Station Manager.....Claude Irvine
Chief Engineer.....Robert F. Cooke

CJIC

S S MARIE—EST. 1934

TRANS-CANADA

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Hyland Broadcasting Co.
Address ..... Windsor Hotel
Representative ....J. L. Alexander, McGillvra

Personnel

General Manager.....J. G. Hyland
Production Manager.....C. V. Godwin

CJCS

STRATFORD—EST. 1927

DOMINION NETWORK (Supplementary)

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Central Broadcasting Co.
Operated By.....Frank M. Squires
Address .....Windsor Hotel
Phone Number.....1675
Transmitter Location.....Downie Township
Time on the Air.....7 a.m. to 11 p.m
News Service..... UP
Transcription Service.....UTS
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)
Membership ..... CAB

Personnel

President-General Mgr.....Frank M. Squires
Commercial Manager.....D. L. Watson
Musical Director.....Charles Trethewey
Chief Engineer.....Rod Clark

CKSO

SUDBURY—EST. 1935

CBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO Sudbury, Ltd.
Address .....21 Elgin St.
Phone Number 77-505
Transmitter Location.....McFarlane Lake, 6 miles from Sudbury
Time on the Air.....6 a.m. to 12:30 a.m.
Newspaper Affiliation....Sudbury Daily Star
News Service..... PN
Transcription Service...NBC Thesaurus, World
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President .....W. E. Mason
General Manager.....W. J. Woodill
Assistant Manager.....Bill McLellan
Program Director.....William Acheson
Publicity Director.....Phil Pocock
Chief Engineer.....J. McRae

CKGB

TIMMINS—EST. 1933

CBC—TRANS-CANADA NETWORK

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By...Northern Broadcasting & Publishing, Ltd.
Address.....Thomson Bldg.
Phone Number.....1500

Transmitter Location....Cook's Lake, Mountjoy Township
Time on the Air.....6:55 a.m. to 1:05 a.m.
Newspaper Affiliation....Timmins Daily Press
News Service .....CP
Transcription Service..Thesaurus, Lang-Worth, Standard
Representative.....National Broadcast Sales
Membership ..... CAB

Personnel

President.....Roy H. Thomson
Station Manager.....Harvey C. Freeman
Chief Engineer.....Ernie Mott

CBL

TORONTO—EST. 1927

CBC—TRANS-CANADA—CBC

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By.....CBC
Business Address.....354 Jarvis St.
Phone Number.....MIdway 5481
Transmitter Location.....Hornby, Ont.
Time on the Air.....17 hours daily
News Service.....CP, BUP, Reuters
Representative.....CBC Commercial Div.

Personnel

General Manager.....Dr. Augustin Frigon
Dir. General of Programs.....E. L. Bushnell
Program Director Trans-Canada Network.....Harry J. Boyle
Commercial Manager.....E. A. Weir
Production Manager.....John Kannawin
Publicity Director.....Wells Ritchie
Musical Director.....J. M. Beaudet, CBC, Montreal.
Chief Engineer.....Howard Hilliard

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 860 Kc... ...Power: 10000 Watts
Owned-Operated By.....Rogers Radio Broadcasting Co.
Address.....37 Bloor Street, West
Phone Numbers.....Midway 3515-6-7
Transmitter Location.....Aurora, Ontario
Time on the Air.....6 a.m. to 12:35 a.m.; Sunday: 9 a.m. to 12:35 a.m.
News Service.....PN, BUP
Transcription Service.....NBC Thesaurus, Lang-Worth, Associated, World
Representatives...All-Canada Radio Facilities (Canada); Adam J. Young, Jr. (U.S.A.)
Membership .....CAB, BMI

Personnel

President .....Harry Sedgwick
Vice-President.....J. Elsworth Rogers
Station Mgr.-Commercial Mgr.....Lloyd Moore
Program Director.....Wes McKnight
Publicity Director.....Kenneth C. Marsden
Musical Director.....Wishart Campbell
Chief Engineer.....Jack Sharpe

CHUM

TORONTO—EST. 1945

Frequency: 1050 Kc....Power: 1000 w. d. only
Owned-Operated By.....York Broadcasters Limited
Address.....Hermant Bldg., Dundas Square
Phone Number.....Elgin 4271
Transmitter Location....Lawrence Ave. & Don Mills Road
Time on the Air.....Sun-up to Sun-down
Transcription Service.....Lang-Worth, Cole, Standard, U. T. S.
News Service .....BUP
Representative..James L. Alexander (Canada); Weed & Co. (U.S.A.)

Personnel

President.....John H. Part
Commercial Manager.....Rolly Ford
Merchandising Manager.....Rolly Ford
Program Director.....Monty Hall
Publicity Director.....Rolly Ford
Chief Announcer.....Monty Hall
Musical Director.....Alf. Standen
Chief Engineer.....A. Boisvert

CJBC

TORONTO—EST. 1936

CBC—DOMINION—ABC

Frequency: 1010 Kc.....Power: 5000 Watts
Owned-Operated By.....CBC
Business Address.....354 Jarvis St.
Phone Number.....Midway 5481
Transmitter Location.....Dixie, Ont.
Time on the Air.....17 hours daily
News Service.....BUP, CP, Reuters
Representatives.....Canadian Broadcasting Corp., E. A. Weir

Personnel

General Manager.....Dr. Augustin Frigon
Station-Program Manager.....H. G. Walker
Commercial Manager.....E. A. Weir
Chief Engineer.....Howard Hilliard

CKEY

TORONTO—EST. 1944

NBC—ABC—MBS—CBC

Frequency: 580 Kc.....Power: 5,000 Watts, Day; 1,000 Watts, night
Owned By.....Toronto Broad. Co., Ltd.
Operated By.....Jack K. Cooke
Address .....444 University Ave.
Phone Number.....WA 3881
Transmitter Location.....Scarboro Heights
Time on the Air.....24 hours daily; Sunday: 1:05 a.m. to 5 a.m.
News Service .....PN
Transcription Service..World, Standard Radio, Associated, Lang-Worth

Representatives....National Broadcast Sales; (Canada); Donald Cook, Inc. (U.S.A.)
Membership ..... CAB

Personnel

President.....Jack K. Cooke
General Manager.....Jack K. Cooke
Commercial Manager.....Len Smith
Chief Engineer.....Ernie Swan

CKLW

WINDSOR—EST. 1922
MUTUAL
General Manager.....J. E. Campeau
See Detroit, Mich. Listing

CKNX

WINGHAM—EST. 1926
CBC—DOMINION (Supplemental)
Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....W. T. Cruickshank and B. H. Bedford
Address .....Field Bldg.
Phone Number 158
Transmitter Location..... Belgrave
Time on the Air.....7:00 a.m. to 11:00 p.m.
News Service .....BUP
Transcription Service....NBC-Thesaurus, Cole
Representative.....James L. Alexander
Membership ..... CAB

Personnel

Owner and Gen. Mg. .... W. T. Cruickshank
Comm. & Sta. Mgr. .....F. Nowell Johnson
Sales.....T. R. Mathers
Merchandising Manager.....B. H. Bedford
Program Director .....Tom Rafferty
Publicity Director ..... B. H. Bedford
Chief Announcer ..... Tom Rafferty
Musical Director ..... Alan Phillips
Chief Engineer ..... Scott Reid
Record M. C. .....J. R. Brent

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—EST. 1924
CBC—DOMINION
MARITIME NETWORK
Frequency: 630 Kc.....Power: 5000 D, 1000 N.
Owned-Operated By.....Island Radio Broadcasting Co., Ltd.
Address .....85 Kent St.
Phone Number 741
Transmitter Location...West Royalty, P. E. I.
Time on the Air .....7:25 a.m. to 12:10 a.m.
News Service .....AP
Transcription Service.....Standard Radio; Lang-Worth, WBS, Cole
Representative...All-Canada Radio Facilities
Membership .....CAB

Personnel

President .....Lt. Col. K. S. Rogers
General Manager .....Lt. Col. K. S. Rogers
Program Director .....R. F. Large
Publicity Director .....M. E. Large
Musical Director .....Mrs. K. S. Rogers
Chief Engineer .....R. F. Large

CHGS

SUMMERSIDE—EST. 1925
TRANS-CANADA
Frequency: 1480 Kc.....Power: 100 Watts
Owned-Operated By .....R. T. Holman, Ltd.
Address .....180 Water Street
Phone Number 133
Transmitter Location.....Summerside
Time on the Air: 7:30 to 8:30, 10 a.m. to 3 p.m., 4 p.m. to 9 p.m.
Transmitter Location .....Holman Building
Representative .....Radio Representatives

Personnel

President .....H. T. Holman
Station Manager .....R. L. Mollison
Program Director-Chief Announcer .....Albert A. Nicholson
Chief Engineer.....Angus McKie

QUEBEC

CHAD

AMOS—EST. 1942
CANADIAN BROADCASTING CORP.
Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Radio Rouyn Abitibi Ltee.
Business Address....Reilly Bldg., Rouyn, Que.
Studio, Transmitter.....Amos, P. Q.
Time on the Air.....16 hours daily
News Service .....PN
Representative .....Nat'l Broadcast Sales

Personnel

Station Manager .....Jos. Duguay

C B J

CHICOUTIMI—EST. 1933

CBC

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Operated By..Canadian Broadcasting Corporation
Studio Address.....286A Racine St.
Phone Number 155-814
Transmitter Location.....4 Larouche Avenue
Time on the Air.....8:00 a.m. to 11:30 p.m.
News Service.....CP, BUP, Reuters
Representative.....CBC Commercial Division
Membership .....BBM

Personnel

General Manager.....J. Augustin Frigon
Station Manager.....Vilmond Fortin
Chief Engineer .....J. E. Roberts
Chief Announcer.....Laval Raymond

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C H E F

GRANBY—EST. 1945

Frequency: 1200 Kc.....Power: 250 Watts
Owned-Operated By
The Granby Broadcasting Co., Ltd.
Address.....7 Johnson St.
Phone Number .....3-5-3—39-2
Transmitter Location
St. Paul Rd., 1½ miles W. of Granby
Time on the Air.....6 a.m. to 12 midnight
News Service .....PN
Transcription Service.....World, UTS
Representative .....Fremantle
Membership .....CAB, BMB

Personnel

President ..... C. E. Leroux
General Manager .....Jacques A. Thivierge
Chief Engineer .....Gerard Laliberte

•

C K C H

HULL—EST. 1933

CBC—FRENCH NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned By .....Le Droit
Operated By .....Le Cie de Radiodiffusion de Hull CKCH Ltee.
Address .....85 Champion, Hull, Que.
Phone Number 2-1701
Transmitter Location.....Chelsa Rd., Quebec
Time on the Air.....7:45 a.m. to 11:00 p.m.
Newspaper Affiliation.....Le Droit (Ottawa)
News Service.....Canadian Press
Transcription Service .....Thesaurus
Representative ..... Radio Representatives, Ltd., Howard H. Wilson (U.S.A.)
Membership .....CAB, BBM

Personnel

President .....Esdras Terrien
Station Manager .....Raymond Benoit
Chief Engineer .....Max Gebhardt
Record M. C. .....Aurele Groulx

•

C B F

MONTREAL—EST. 1936

CANADIAN BROADCASTING CORP.
FRENCH NET WORK

Frequency: 690 Kc.....Power: 50000 Watts
Owned-Operated By...Canadian Broadcasting Corporation
Address .....1231 Ste-Catherine, West
Phone Number.....Plateau 7161
Transmitter Location.....Vercheres, P. Q.
Time on the Air.....17 hours
News Service.....CP, BUP, Reuters
Representative.....CBC Commercial Division
Membership .....BBM

Personnel

General Manager.....Dr. Augustin Frigon
Program Director .....Jean Beaudet
Chief Technical Operator.....E. D. Roberts

•

C B M

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.
NATIONAL BROADCASTING CO.
CBC—MIDWEST

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Address..... 1231 Ste. Catherine, West
Phone Number .....Plateau 7161
Transmitter Location.....Marieville, P. Q.
Time on the Air.....17 hours
News Service..British UP; Canadian Press, Reuters
Representative.....CBC Commercial Division
Membership .....BBM

Personnel

Chairman, Board of Gov.....Davidson Dunton
General Manager.....Dr. Augustin Frigon
Program Director.....W. J. O'Reilly
Commercial Manager.....Omer Renaud
Publicity Director.....Leopold Houle
Chief Technical Operator.....E. D. Roberts

•

C F C F

MONTREAL—EST. 1919

AMERICAN BROADCASTING CO.
CBC—DOMINION NETWORK

Frequency: 600 Kc.....Power: 500 Watts
Owned-Operated By .....Canadian Marconi Company

Address.....1231 St. Catherine St., West
Phone Number..... Plateau 2577
Transmitter Location.....Mount Royal Hotel, Peel St., Montreal
Time on the Air.....7 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.....British UP & C.P.
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager.....J. A. Shaw
Commercial Director.....P. E. Hiltz
Chief Engineer.....J. G. Gettenby

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CHLP

MONTREAL—EST. 1933

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....La Patrie Publishing Co., Ltd.
Address.....Sun Life Bldg., Dominion Square
Phone Number.....Plateau 5225
Transmitter Location.....St. Michel Rd., Ville St. Michel, P. Q.
Time on the Air.....7 a.m. to Midnight
Newspaper Affiliation.....La Patrie
News Service.....Press News
Transcription Service.....Standard Radio
Representative: J. A. Alexander (Canada); Joseph Hershey McGillvra (U.S.A.)
Membership .....CAB

Personnel

President .....Hon. Sen. P. R. DuTremblay
General Manager .....Louis O. Bourque
Chief Engineer .....Alphonse Cloutier

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CJAD

MONTREAL—EST. 1945

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....CJAD, Ltd.
Business Address.....1191 Mountain Street
Phone Number.....Plateau 1805
Transmitter Location .....Laprairie, Que.
Time on the Air....6:30 a.m. to 12:05 a.m.; Sunday: 8:00 a.m. to 12:05 a.m.
News Service .....BUP, PN
Transcription Service
Standard Radio; Associated: Long-Worth; World
Representatives.....Adam J. Young, Jr.; National Broadcast Sales

Personnel

President & Gen. Mgr. ....J. Arthur Dupont
Chief Engineer .....A. Taylor
Record M. C. .....Ron Dunn

CKAC

MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 730 Kc.....Power: 5000 Watts
Owned By.....La Cie De Publication, La Presse, Ltee.
Operated By .....La Compagnie De Publication, La Presse, Ltee.
Address.....980 St. Catherine Street, West
Phone Number .....MArquette 3611
Transmitter Location.....St. Hyacinthe, P. Q.
Time on the Air .....18 hours daily
Newspaper Affiliation .....La Presse
News Service.....BUP, P.N.
Transcription Service.....Lang-Worth; World
Representative.....C. W. Wright (Canada) Adam J. Young, Jr. (U.S.A.)

Personnel

President .....Hon. Pamphile Du Tremblay
Gen. Manager....Hon. Pamphile Du Tremblay
Station Manager .....Phil. Lalonde
Commercial Manager .....Georges Bourassa
Merchandising Manager .....Bob Jouglet
Program Director .....Ferdinand Biondi
Publicity Director .....Paul Gelinas
Chief Announcer .....Jean Lalonde

EQUATION for Sales

X+Y=Z

X = your sales message
Y = CKAC coverage
Z = Your share of French Canada's billion-dollar market

✻ *285,789 radio families in areas where 80% of Quebec's retail sales are made.*

CKAC La Presse Montreal CBS Affiliate 1922 1947

Representatives: C. W. Wright, Toronto
Adam J. Young Jr. Inc., U.S.A.

Musical Director.....Ferdinand Biondi
Chief Engineer .....Leonard Spencer
Record M. C. .....Jean Forget

•

CHNC

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By....The Gaspesia Radio Broadcasting Co., Ltd.
Address .....Main St.
Phone Number 38
Transmitter Location...Brachois de Paspebaic
Time on the Air.....7:45 a.m. to 11 p.m.
Transcription Service..World's Program Service
Representative: All-Canada Radio Facilities, Ltd. (Canada); Adam J. Young, Jr., Inc. (U.S.A.)

Personnel

President .....Dr. Charles Houde
Chief Engineer .....Gordon S. Coleman

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CBV

QUEBEC—EST. 1934

TRANS-CANADA-DOMINION
CBC—FRENCH NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broadcasting Corp.
Business Address.....Palais Montcalm Ottawa, Ont.
Phone Number 8155
Studio Address.....Palais Montcalm
Transmitter Location.....Charlesbourg, P. Q.
Time on the Air.....8 a.m. to 11:30 p.m.
News Service.....CP; BUP; Reuters
Representatives ..... C. B. C.; O. Renaud
Membership .....BBM

Personnel

CBC President.....Dr. Augustin Frigon
Station Manager.....Guy Dumais
CBC Publicity Director.....Leopold Houle
CBC Commercial Manager.....O. Renaud
Chief Engineer .....Charles Frenette

•

CHRC

QUEBEC—EST. 1926

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By .....CHRC, Limitee
Address .....39 St. Jean, Que. City
Phone Number 2-8177
Transmitter Location .....Charny, Que.
Time on the Air.....7:00 a.m. to midnight
News Service .....BUP
Transcription Service.....Lang-Worth
Representative.....Adam J. Young, Jr., Inc. (U.S.A.); Jos. A. Hardy & Co., Ltd. (Canada)

Personnel

President .....Lt.-Col. Herve Baribeau
Managing Director .....J. N. Thivierge
Chief Engineer .....Arsene Nadeau

•

CKCV

QUEBEC—EST. 1926

CANADIAN BROADCASTING CORPORATION
TRANS-CANADA & DOMINION

Frequency: 1280 Kc. .....Power: 1000 Watts
Owned-Operated By.....CKVC, Ltd.
Address .....142 St. John St.
Phone Number..... 2-1585
Transmitter Location.....254 Marguerite-Bourgeois Ave.
Time on the Air ....7:45 a.m. to 12 midnight
News Service .....AP
Transcription Service.....World Broadcasting System; U.T.S.
Representative ...Radio Representatives, Ltd.
Membership .....CAB, BBM

Personnel

President .....Herve Baribeau
General Manager .....Paul LePage
Station Manager .....Paul LePage
Chief Engineers.....Albert Duberger, Marcel Belanger
Record M. C. .....Marcel LeBoeuf

•

CJBR

RIMOUSKI—EST. 1937

CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By The Central Public Service Corp., Ltd.
Address .....1 St. John St.
Phone Number..... 398
Transmitter Location.....Notre-Dame du Sacre Coeur
Time on the Air.....7:00 a.m. to 11:30 p.m.; Sundays, 8:45 a.m. to 11:30 p.m.
News Service .....CBC
Transcription Service .....UTS
Representatives..H. N. Stovin & Co. (Canada) Adam J. Young, Jr. (U.S.A.)
Membership .....BBM

Personnel

President .....J. A. Brillant
General Manager .....G. A. Lavoie
Chief Engineer .....F. C. Doak
Record M. C.....Paul Gagnon

•

(Call Letters to Be Assigned)
RIVIERE DU LOUP

Frequency: 1400 Kc.....Power: 250 Watts

CKRN

ROUYN—EST. 1944

QUEBEC
CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Radio Rouyn-Abitibi Limitee
Business Address....5225 de Gaspe Ave., Montreal
Phone Number .....Talon 7245
Transmitter Location.....Reilly Building
Time on the Air.....7 a.m. to 12 midnight
News Service .....CP
Transcription Service .....World
Representative ....National Broadcast Sales; John Fox
Membership .....CAB

Personnel

President .....Hector Authier
General Manager .....Roland Beaudry
Chief Engineer .....John McGrail

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CHGB

SAINTE ANNE DE LA POCATIERE EST. 1938

CBC (French Network)

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....CHGB Regd'
Address.....Ste. Anne de la Pocatiere, Co., Kamouraska, P. Q.
Phone Numbers:.....Studio 20; Office 101; Transmitter 84
Transmitter Location.....Ste. Anne
Time on the Air.....7:45 a.m. to 11:30 p.m.
Transcription Service....Lang-Worth, SESAC
Representative.....National Broadcast Sales

Personnel

President & Gen. Mgr. .....G. T. Desjardins
Station Manager .....Jacques Raymond
Sales or Comm. Mgr. .....Antoine Freve
Program Director .....Adrien Dube
Chief Engineer .....G. T. Desjardins

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CHLT

SHERBROOKE—EST. 1937

CBC (French Network)

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....La Tribune, Limitee
Business Address.....3 Marquette Street
Phone Numbers 2071; 2072; 971
Studio Address .....3 Marquette St.
Time on the Air.....7:30 a.m. to Midnight
Newspaper Affiliation .....La Tribune, Ltee.
News Service .....CBC
Transcription Service.....World, United Transcribed System
Representative .....J. A. Hardy, Ltee.
Membership .....CAB

Personnel

President .....Hon. Senator Jacob Nicol
General Manager .....Alphee Gauthier
Station Manager .....Henri V. Delorme
Sales Manager .....Emile Rozand
Chief Engineer:.. S. C. Cusack (transmitter); Romeo Paquette (Studios)
Record M. C.....J. P. LaSonde

•

CKTS

SHERBROOKE—EST. 1946

DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Telegram Printing & Publishing Co., Ltd.
Address .....3 Marquette St.
Transmitter Location .....King St.
Time on the Air .....7:30 a.m. to 12 midnight
Newspaper Affiliation ....Telegram-Observer
News Service .....CBC
Transcription Service .....Thesaurus
Phone Number 2071-2
Representative .....Radio Representatives
Membership .....CAB

Personnel

Station Manager .....J. L. Gauthier
Commercial Manager .....H. Delorme
Chief Engineer .....S. Cusack
Record M. C. .....B. Paquette

•

CJSO

SOREL—EST. 1945

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Radio Richelieu, Ltee.
Business Address .....72 rue Du Roi
Phone Number .....2477 or 540
Transmitter Location.....National Highway
Time on the Air .....7 a.m. to 11 p.m.
News Service .....CP
Transcription Service.....World, SESAC
Representative .....Radio Representatives
Membership .....BBM

Personnel

President .....J. Arthur Villeneuve
General Manager .....Gerard Boulay
Asst. Station Manager .....Teles Gareau
Comm. & Merchandising Mgr...Raymond Dube
Chief Engineer .....J. Arthur Villeneuve
Record M. C. .....Jean-Marie Provost

CHLN

TROIS-RIVIERES (THREE RIVERS)—EST. 1937

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Le Nouvelliste, Ltd.
Address.....Chateau de Blois Hotel
Phone Number.....4500
Transmitter Location.....Three Rivers, P. Q.
Time on the Air: 8 a.m. to 11 p.m.; Sunday, 12 noon to 11 p.m.
Newspaper Affiliation.....Le Nouvelliste
News Service.....Press News
Transcription Service.....World Broadcasting System; United Transcribed System
Representative....Radio Representatives, Ltd.

Personnel

Chief Executive.....Leon Trepanier
Chief Engineer.....Leon Trepanier

CKVD

VAL D'OR—EST. 1944

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By ....Radio Rouyn-Abitibi Limitee
Address .....5225 de Gaspe Ave., Montreal
Phone Number .....Talon 7245
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service.....Canadian Press
Transcription Service .....World
Representative ....John Fox; National Broadcast Sales
Membership .....CAB

Personnel

Chief Executive .....Hector Authier
General Manager .....Roland Beaudry
Chief Engineer .....John McGrail

—SASKATCHEWAN—

CHAB

MOOSE JAW—EST. 1935

CBC—DOMINION NETWORK

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHAB, Ltd.
Address .....Grant Hall Hotel
Phone Number 2334
Transmitter Location.....Boharm, Sask.
Time on the Air.....6 a.m. to 11:45 p.m.; Sun., 7 a.m. to 11:45 p.m.
News Service..... British UP
Transcription Service....Lang-Worth, U.T.S., Cole.
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)
Membership .....CAB, BBM

Personnel

President .....A. E. Jacobson
General Manager .....H. C. Buchanan
Chief Engineer .....M. Pickford

•

CKBI

PRINCE ALBERT—EST. 1925

CBC—DOMINION

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By...The Central Broadcasting System, Ltd.
Address .....Sanderson Block
Phone Number.....2621
Transmitter Location.....Prince Albert, Sask.
Time on the Air...6:00 a.m. to 12:00 midnight
News Service .....British UP
Transcription Service.....Thesaurus
Representative...All-Canada Radio Facilities Weed & Co. (USA)
Membership .....CAB

Personnel

Gen. & Station Manager....E. A. Rawlinson
Commercial Manager .....Gerald Prest
Chief Engineer .....T. Vannes

•

CKCK

REGINA—EST. 1922

CBC—TRANS—CANADA

Frequency: 620 Kc.....Power: 1000 Watts
Owned By .....The Leader-Post, Ltd.
Address .....1853 Hamilton St.
Phone Number.....8525
Transmitter Location .....Victoria Plaines
Time on the Air.....6:30 a.m. to midnight; Sunday: 8 a.m. to 11:30 p.m.
Newspaper Affiliation.....Leader-Post, Ltd.
News Service.....British UP; PN
Transcription Service.....NBC Thesaurus; Standard Radio
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)
Membership .....CAB, BBM

Personnel

President .....Victor Sifton
General Manager .....P. B. Keffer

Commercial Manager .....J. L. Sayers
Merchandising Manager .....D. R. Dawson
Program Director .....R. W. Weir
Production Manager .....W. E. Collier
Publicity Director .....J. V. MacMurchy
Chief Engineer .....E. A. Strong
Record M. C. .....Bruce Peacock

•

C K R M

REGINA—EST. 1926

CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By Trans-Canada Communications, Limited
Business Address.....1819 Cornwall St.
Phone Number.....7631
Studio Address.....Fidelity Life Bldg.
Transmitter Location.....Pilot Butte, Sask.
Time on the Air ....6:30 a.m. to 11:30 p.m.; Saturday: 6:30 a.m. to mid.
Newspaper Affiliation..Saskatchewan Farmer
News Service.....Press News
Transcription Service.....Lang-Worth & World L.S.
Representative..All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U.S.A.)
Membership .....CAB, BBM

Personnel

President .....Victor Sifton
Station Manager.....Wm. A. Speers
Commercial Manager.....Bruce M. Pirie
Promotion Manager .....Grant Carson
Production Manager .....Fred Laight
Chief Announcer .....Bill Walker
Chief Engineer.....W. McDonald
Record M. C's. ....Bill Walker, Ned Corrigal

•

C F Q C

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....A. A. Murphy & Sons, Limited
Address.....216 First Ave., North
Phone Number .....7282 & 5374
Transmitter Location.....Saskatoon, Sask.
Time on the Air....6:45 a.m. to 12 midnight
News Service .....British UP
Transcription Service: NBC Thesaurus; Standard Radio; Lang-Worth; Cole
Representatives....Radio Representatives, Ltd. Canada); Howard H. Wilson Co. (U.S.A.)
Membership .....BBM

Personnel

President .....A. A. Murphy
General Manager .....Vernon Dal'in
Commercial Manager ....Gordon Blair Nelson
Merchandisinb Manager..Gordon Blair Nelson
Program Director .....Wilfred Gilbey
Publicity Director .....Godfrey Hudson
Chief Announcer .....George Dawes
Chief Engineer .....Len Hoskins

•

C B K

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.—
TRANS-CANADA NETWORK

Frequency: 540 Kc.....Power: 50000 Watts
Owned-Operated By..Canadian Broadcasting Corp.
Business Address....300 Manitoba Telephone Bldg., Winnipeg, Manitoba
Phone Number.....97261
Transmitter Location.....Watrous, Sask.
Time on the Air.....17 hours
News Service.....CP, BUP, Reuters
Representative.....F. A. Weir, 55 York St., Toronto, Ont., CBC

Personnel

General Manager.....Dr. Augustin Frignon
Station Manager.....James R. Finlay
CBC Commercial Manager (Toronto)....E. A. Weir
Chief Engineer.....R. L. Punshon

•

C J G X

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Yorkton Broadcasting Co., Ltd.
Address.....Smith-Mackay Bldg.
Phone Number 324
Remote Studios....Dawson Richardson Bldg., Winnipeg, Manitoba
Transmitter Location..... Yorkton
Time on the Air.....17 Hours
News Service .....BUP
Transcription Service.....World, U. T. S.
Representatives....Stovin & Wright (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

Chief Executive.....Dawson Richardson
General Manager.....A. L. Garside
Commercial-Promotion Mgr...Douglas McBride
Chief Engineer.....Art Mills

ANOTHER ZIV HIT



PRESENTING THE INCOMPARABLE MUSIC OF

Wayne King

THE WALTZ KING

IN THE

"Wayne King Show"

with • WAYNE KING AND HIS ORCHESTRA

• NANCY EVANS • LARRY DOUGLAS

• FRANKLYN MACCORMACK

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PRODUCTION



Program Producers

•

Transcription Companies

•

Music

a.m. f.m.

ONE INCOME from TWO outlets

Are you trying to make both ends meet?

Station managers tell us: "Associated can help a lot!" There is only *one* transcribed library of radio music large enough, diversified enough and fine enough in recording quality to do a topnotch, full-time programming job for both AM and FM broadcasts... and that's

ASSOCIATED . . . *the Basic Plus radio library*

Basic 4,532 selections in the Associated library—as of January 1, 1947. A 13% bonus over our contract guarantee of 4,000 selections! AND . . . each monthly release adds 50 to 60 *new* ones—all the important new tunes, by the important artists, to keep your *basic* Associated library sparkling, alive, *fully useful for full time programming!*

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PROGRAM PRODUCERS

Paul F. Adler

385 Madison Ave., New York 17, N. Y. Phone, PLaza 5-7100. SERVICES OFFERED: Production and selling of live and transcribed radio programs. Custom built "package" shows and announcements.

•

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. President Chas. A. Alicoate; Secreary-Treasurer, F. E. Miles. SERVICES OFFERED: Production of film programs, stock shot film library, cutting rooms, private projection theaters, and distribution of motion pictures for television stations.

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Advertisers Recordings Limited

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone Marquette 6368. President-General Manager, Walter P. Downs; Secretary, Mary Helen Gerl. SERVICES OFFERED: Transcription and private wire service.

•

Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-0141-0142; President, James A. Miller; Secretary-Treasurer, George R. Smith; Secretary E. B. McCutcheon. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

•

Air Features, Inc.

247 Park Ave., New York 17, N. Y. Phone WIckersham 2-2700. SERVICES OFFERED: Radio Program Producers.

•

Alton Alexander Radio Production

1270 Sixth Ave., New York 20, N. Y. Phone, COlumbus 5-7035. Manager, Lottie Ritter; Director, Alton G. Alexander; Agent, Lester Lewis. SERVICES OFFERED: Complete radio service for the advertising agency and sponsor. Writing, producing, directing live and recorded shows, spot announcements, jingles, station breaks. Ideas furnished.

•

American Institute of Food Products

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-7146. President, Dr. Walter H. Eddy; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in food and kindred accounts.

•

American-Jewish Broadcasting Co., Inc.

86 Chambers St., New York 7, N. Y. Phones, WOrth 2-3322, REctor 2-5841. President, Herman Younglieb. SERVICES OFFERED: Program production, script and transcription library. All foreign languages; specializing in American-Jewish field.

American Royal Productions

7928 Michigan Ave., Oakland 5, Calif. Phone, Trinidad 6115. M. Scott Weakley, General Manager. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows, hi-fidelity domestic and international short-wave aircheck service.

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Arts Recording Studios

29 West 57th St., New York 19, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent.

•

ASCAP Radio Program Service

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza,

THE TRANSCRIBED HUNTING AND FISHING SERIES

"OUTDOOR LIFE TIME"

PRODUCED IN CONJUNCTION WITH OUTDOOR LIFE MAGAZINE

IS DOING A COMPLETE SALES JOB FOR *ALL* TYPES OF SPONSORS IN *ALL* SECTIONS OF THE COUNTRY!!



***Hartford*—"The series sold itself."**

***Joplin*—"It is going along beautifully."**

***Toledo*—"They appear to be very well satisfied with the program."**

***Denver*—"It is a swell program."**

***Butte*—"Sponsor and audience have the highest praise for the program."**

FOR DETAILS:

RICHMAN PRODUCTIONS

10 EAST 43rd STREET, NEW YORK

MUrray Hill 2-5854

New York 20, N. Y. Phone, COlumbus 5-7464. Director, Richard F. Frohlich; Script Editor, Doris Kay. SERVICES OFFERED: Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids. Script service is furnished free of charge to all ASCAP licensed stations.

•

Associated Broadcasting Co., Ltd.

348 Dominion Square Bldg., 1010 St. Catherine St., W. Montreal 2, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-Pres., Jack Maxwell; Sec.-Treas., W. W. Trytell; Sales Director, Armand Finn. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

•

Associated Program Service, Inc.

151 W. 46th St., New York 19, N. Y. Phone, BRyant 9-1245. Vice-Pres. and Gen. Mgr., Richard S. Testut; Dir. of Sales Promotion, John R. Andrew; Dir. of Station Relations, Bert Lown. SERVICES OFFERED: Transcribed Library of radio music; basic program scripts; program features.

•

Associated Radio-Television Productions

Empire State Bldg., New York 18, New York. Phone, LOngacre 3-7040. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

•

Associated Releases

P. O. Box 1213, Hollywood, Calif. Phone, HIllside 0101. Producer, and General Manager, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George Herdan. SERVICES OFFERED: Package shows, spot announcement production; custom-built transcriptions, scripts.

•

Ann Barbinel

54 Riverside Drive., New York 24, N. Y. Phone, ENdicott 2-4351. Pres. and Gen. Mgr., Ann Barbinel. SERVICES OFFERED: Creation and production of Radio and Television programs; casting; custom-built package shows.

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Basch Radio Productions

17 East 45th St., New York 17, N. Y. Phone, MUrray Hill 2-8877. Sales Manager, Charles J. Basch, Jr. BRANCH OFFICE: 64 E. Jackson Blvd., Chicago 4, Ill, Ed Meltzer. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television programs, live and film.

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Batchelor Enterprises, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 6-4224. President, Walter Batchelor; Secretary-Treasurer, Henry H. Daagand. SERVICES OFFERED: Program production.

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Beck Recording Studios

1722 Hennepin Ave., Minneapolis 3, Minn. Phone, Atlantic 8901-6639. Managing Director, Joseph H. Beck. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

•

Bentel Agency

6606 Sunset Blvd., Hollywood 28, Calif. Phone, Granite 8606. Paul Cruger, Mgr. Radio Production & Sales, Col. William Selig, Motion Picture Div., George Bentel, Motion Pictures Sales, John Clifford, writer, Walter Parnell, writer, Scott Carleton, Editor. David Titus, director of radio. SERVICES OFFERED: Complete radio sales service from the idea to the finished package.

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Bergen-Cunning Television Productions

Edgar Bergen Television Center, Stage 8, 6528-30 Sunset Blvd., Hollywood, Calif. Phone, Hillside 5915. Executive Producers, Edgar Bergen and Patrick Michael Cunning; Television Story Consultant, Marcia Drake; Telecine Editor, Bert Wrench; Production Manager, William Towle. SERVICES OFFERED: Production of telecine films and live-action teleserials and telecommercial spots. 30

JERRY DEVINE

MEMBER — RADIO WRITERS GUILD • MEMBER — RADIO DIRECTORS GUILD

second telecine spots, 30-45-60 second and two minute telecuts, utilizing Bergen's Barnyard.

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Biddick Co.

1151 S. Broadway, Los Angeles 15, Cal. Phone, Richmond 6184. Manager, L. Hill. SERVICES OFFERED: Transcriptions, production.

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G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hempsted 1753. General Manager, G. C. Bird. SERVICES OFFERED: Transcribed radio programs, (open end), available to stations, agencies and sponsors.

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Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VAnderbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, musical jingles.

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Ford Bond Radio Productions, Inc.

810 RCA Bldg., W., New York 20, N. Y. Phone, CIrcle 7-2236. President, Ford Bond; Associate, Thomas S. Carr. SERVICES OFFERED: Complete radio service and staff to execute live or transcribed shows, specializing in 5-minute open-end transcriptions; scripts, programs built and produced, transcriptions styled for local, regional or national spot campaigns, open-end transcriptions, syndicated shows, musical jingles.

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Bost Records Co.

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. Owner, R. Steiner; Business Manager, H. H. Borchardt; Secretary-Treasurer, John Babb. SERVICES OFFERED: Transcriptions, phonograph records, studio facilities: AM, FM and television "off the air" recordings, production and recording of transcribed programs, spot announcements, audition records and pressings.

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Richard Bradley & Associates

188 West Randolph St., Chicago 1, Ill. Phone, Randolph 9697. President, Richard Bradley; Secretary-Treasurer, B. J. Tunick. Advertising Mgr., Talent Sponsor, Evelyn Braus; Program Executive, Fred McCarthy; Purchasing Agent, Leo Rabins. SERVICES OFFERED: Transcribed radio productions, script service, program production, air checks, recording, film projection service.

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Brandt Production Service

2063 E. 23rd St., Brooklyn, N. Y. Phone, SHeepshead 3-3075. Associates, Ruth and Mae Brandt. SERVICES OFFERED: Program production, scripts, radio commercials, musical jingles, television scripts.

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Broadcast Productions

25 East Jackson Blvd., Chicago 4, Ill. Phone, Wabash 0711. Owner and Director, John Stamford; Secretary-Treasurer, Loretta Clusman; Assistant Directors, Donn Baylor, Mignon Schreiber. SERVICES OFFERED: Program building, time buying, dramatic production, transcription building, directing and recording, continuity-writing, spot-writing and placement.

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Byron Productions, Inc.

730 Fifth Ave., New York 19, N. Y. Phone, CIrcle 6-2677. Owner-President, Edward A. Byron; Casting Director, Sylvia Lowry. SERVICES OFFERED: Package programs.

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The Caples Company

535 Fifth Avenue, N. Y. 17, N. Y. Phone, LExington 8-0850. Hudson F. Meyer, Vice-President; David P. Lewis, Radio & Tele. Dir.; Ruth D. Folster, Space-Time Buyer; Arthur Gleitz, Production Manager. BRANCH OFFICES: 225 East Erie St., Chicago, Ill., Phone, Superior 6016, R. N. Hartsing. Vice-President, 1504 Dodge St., Omaha, Nebraska, Phone, Jackson 1107, L. M. Branch, Vice-President, 412 West 6th St., Los Angeles, California, Phone, Mutual 4145, Arthur Caron, Manager. SERVICES OFFERED: Complete radio and television services and staff. Programs for both media prepared and executed.

•

Charles Stark, Inc.

366 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-2636. Charles Stark, President; Bill Stark, Vice-President. SERVICES OFFERED: Complete radio and television services and staff, programs for both media prepared and executed, scripts, programs built and produced, time buying, transcription building for retail or national spot cam-

all

BIG

HITS

Quiz Kids



Sponsor:
Miles Laboratories for Alka-Seltzer and One-A-Day Vitamins.

Agency:
Wade Advertising.

NBC Network—
Sunday Afternoons—4:00-4:30 (e.s.t.)

HOLLYWOOD JACKPOT



Sponsor:
Whitehall Pharmacal Co. for Kolynos, Anacin

Agency:
Dancer-Fitzgerald-Sample

Columbia Network—
Monday, Wednesday, Friday—4:30-5:00 (e.s.t.)
(Produced in cooperation with Show Productions, Inc.)

FIGHTING SENATOR



Summer replacement
Sponsored by:
Lever Brothers for Swan Soap

Agency:
Young & Rubicam

Columbia Network—
Monday Eves.—8:30-8:55 (e.s.t.)

Now Available

MURDER AT MIDNIGHT



Cowan's first transcription show — spectacularly successful coast-to-coast. In Los Angeles (KFI) rating equalled combined ratings of all other network outlets. In New York (WJZ) it scored high second on first rating (4th broadcast). Check its availability in your market.

all

COWAN

PRODUCTIONS

more big new transcribed live, and custom-built shows in production.

R.F.D. AMERICA

This great new original show idea has proved sensational in test broadcasts. Built around a flexible format, it's sure to fit any sponsor's needs Find out now how well "R.F.D. America" can work for you!

THE VIRGINIAN

Available now for Radio — the same famous Western that sold 1,200,000 copies as a novel, made three movie hits, seven Broadway plays! With this thoroughly established popular appeal, "the Virginian" is sure-fire for high Hooperating!

HIRED—OR FIRED?

Want to hire a high rating builder? Here it is! For "Hired—or Fired?" is a terrific new show idea that adds another hit to Cowan's unbroken record of great productions! It's ready now for immediate presentation so get the facts!

LOUIS G. COWAN, INC.

producers . . . consultants

250 West 57th Street
New York 19 N. Y.
8 So. Michigan Ave.
Chicago 3, Ill.

paigns, open end transcriptions, syndicated shows, musical jingles.

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The Bruce Chapman Co.

145 West 41st St., New York 18, N. Y. Phone, WIsconsin 7-9244. President, Bruce Chapman; Program Director, Dan Morley; Editor, Cecil Secrest; Production Manager, Quentin Gulliver. REPRESENTATIVE: Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800. SERVICES OFFERED: Program production, commercial scripts, package shows.

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Mary D. Chase, Productions

875 Fifth Ave., New York 21, N. Y. Phone REgent 7-1120, REgent 4-4232. Mary D. Chase, Program Producer. BRANCH OFFICE: 234 W. 44th St., New York 18, N. Y. Phone, CH. 4-5141. SERVICES OFFERED: Package shows (live and transcribed), ideas, scripts, production for radio and television.

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Cine-Television Studios, Inc.

25 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 5-2874. President, Fred H. Fidler; Vice-President, Robert F. Lewine; Technical Director, George Rufle; Associate Director, Ruth K. Friedlich. SERVICES OFFERED: Producers of filmed television in collaboration with advertisers, agencies, and for syndication to television stations and intra-store television systems.

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Leslie Clucas

333 North Michigan Ave., Chicago 1, Ill. Phone, Franklin 7100. BRANCH OFFICES: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 5111. Owner, Leslie Clucas. SERVICES OFFERED: Program production of package shows and talent representative. Musical and dramatic.

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Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, CIrcle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller. Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

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Russell C. Comer Co.

15 West 10th St., Kansas City 5, Mo. Phone, Harrison 3964. Partner, Russell C. Comer; Partner, Ruth Eloise Comer; Production Manager, John C. Fehlandt; Office Manager, Daniel C. Martin; Mgr., Transcription Dept., Bill L. Godden. SERVICES OFFERED: Production of syndicated programs and serials.

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Jack L. Cooper Radio Advertising Service

1335 West 111th Place, Chicago 43, Ill. Phone, Beverly 2056. Managing Director, Jack L. Cooper; Office Mgr., Bob Roberts; Sec.-Musical Dir., Gertrude R. Cooper. SERVICES OFFERED: Programs consist of religious, pulic service.

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Louis G. Cowan, Inc.

250 W. 57th St., New York 19, N. Y. Phone, CIrcle 6-4863. Louis G. Cowan, President; Alfred L. Hollender, Vice-Pres.; Joseph W. Bailey, Treas. & Gen. Manager; Daniel Saidenberg, Music Director; Eliza Merrill Hickok, Publicity Director; Rachel Stevenson, Research Director; Mary Watt, Program Coordinator. BRANCH OFFICE: 8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. John B. Lewellen, Vice-President. SERVICES OFFERED: Production package programs for network broadcasting, production transcription programs, program consultants.

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Criterion Radio Features, Inc.

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 1453-1204. Pres. and General Mgr., Robert R. Hansen. SERVICES OFFERED: Live and transcribed shows. Complete program packaging from idea through distribution.

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Damon Transcription Laboratory

1221 Baltimore Ave., Kansas City 6, Mo. Phone, Victor 2585. Owner, Victor Damon; President & General Manager, B. J. Humphries. SERVICES OFFERED: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots. Complete service from script to pressed transcription. Sound amplification leased.

•

Roy De Groot Consultants, Inc.

10 E. 40th St., New York 14, N. Y. Phone, LExington 2-6140-1. President,



The BEST In
TRANSCRIBED PROGRAMS

For 17 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 600 stations. If the type of show you wish is not listed below, let us build it for you.

SYNDICATED SHOWS NOW AVAILABLE

"ADVENTURES OF BUDDY BEAR".....**78 ¼-hour shows**
The most lovable, adventurous playmate a child ever had!

"THE FAMILY ALBUM".....**78 ¼-hour shows**
Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede

"GLORIA CARROLL ENTERTAINS".....**78 ¼-hour shows**
Starring Gloria Carroll, and The Three Embers

"EAT-ITORIALLY SPEAKING".....**78 ¼-hour shows**
Starring Dick Stone in the most unusual food program in the country

"REAL ROMANCES".....**52 ¼-hour shows**
Dramatizations of Stories in Real Romances Magazine

"SONGS OF CHEER & COMFORT".....**52 ¼-hour shows**
Starring Richard Maxwell, famous Gospel singer

"THE VAGABOND ADVENTURER".....**39 ¼-hour shows**
Starring Tom Terriss, Internationally known adventurer

"UNSOLVED MYSTERIES".....**39 ¼-hour shows**
Dramatizations of true mysteries as yet unsolved

"ONE I'LL NEVER FORGET".....**156 5-minute shows**
Unusual sports stories, starring Jack Stevens

"TWILIGHT TALES".....**94 ¼-hour shows**
Fairy tales for children, unusually told by Elinor Gene

"DAN DUNN, SECRET OPERATIVE No. 48"....**78 ¼-hour shows**
Juvenile series based on famous newspaper cartoon strip

"FUN WITH MUSIC".....**26 ¼-hour shows**
Starring Sigmund Spaeth, The Tune Detective

"UNCLE JIMMY".....**156 ¼-hour shows**
Daytime family serial, starring William Farnum

"FAMOUS MOTHERS".....**78 5-minute shows**
Starring Jane Dillon. All parts taken by Miss Dillon

"HISTORY IN THE MAKING".....**52 ¼-hour shows**
Dramatizations of outstanding historical events

"FURS ON PARADE".....**39 ¼-hour shows**
Sponsored successfully by hundreds of fur retailers

"A CHRISTMAS CAROL".....**1 ½-hour show**
Original one-half hour adaptation starring Tom Terriss

"ADVENTURES IN CHRISTMASTREE GROVE"..**15 ¼-hour shows**
Sponsored annually by more than 200 department stores

"SANTA'S MAGIC CHRISTMAS TREE".....**15 ¼-hour shows**
Another outstanding Christmas holiday promotion

Exclusive to One Sponsor in a City—Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.

One of The Country's Largest Program Producers and Manufacturers of Professional Transcription Playback Machines

Roy De Groot; Chairman of the Board, Talbot Rantoul; Secretary and Treasurer, Katherine Hynes; Promotion Director, Maurice Feldman. SERVICES OFFERED: Consultants to advertisers on radio and motion picture promotion and public relations. Specialists in transcribed and live package radio production. Consumer and market research. Industrial labor relations through radio. Producers of transcribed programs: "If I Had My Way," "What You Doing To-Night?"

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Jerry Devine Productions

230 Park Ave., New York 17, N. Y. Phone, MUrray Hill 4-4243. General Manager, Lee Meyers; Publicity, Frank Young; Casting Director, Alice Smart. SERVICES OFFERED: Package radio programs.

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Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Engineer in Charge, Austin Moran. SERVICES OFFERED: Scripts, records, transcriptions, live show production and supervision.

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Harry S. Dube

1270 Sixth Ave., New York 20, N. Y. Phone, COlumbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

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Eccles Recordings and Transcription Service

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, HIllside 8351. Manager, Robert P. Newman; Business Mgr., Edgar A. Wilkerson; Chief Consulting Engineer, C. R. Douglass. SERVICES OFFERED: Complete program building and recording service. Studio, talent file facilities, sound effect library, piano, electric organ, processing and pressing service for agency producers, including packing, shipping, through final program distribution to outlets.

•

B. Ellis Associates

11 East 44th St., New York 17, N. Y. Phone, MUrray Hill 2-7862-3. Bruce Ellis, Director; George Magee, Script Editor. SERVICES OFFERED: Custom-built programs, syndicated recorded programs, package shows, script service, commercial copywriting, program consultants, transcriptions.

W. M. Ellsworth

75 East Wacker Drive, Chicago 1, Ill. Phone, Central 0942. Director-Producer, Harry Eldred; Sales Mgr., B. A. Meadows. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

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Empire Broadcasting Corporation

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 8-3360. Helen D. Kelleher, President and Treasurer; F. de Jaager, Vice-President; Arthur Lubo, Secretary. SERVICES OFFERED: Custom-built transcriptions, production, scripts, talent and complete recording facilities.

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Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto 2B, Ont., Canada. Phone, Adelaide 5112. President, A. J. Lewis; Manager, Miss Joan M. Simmons; Program Dir., Don Jay. SERVICES OFFERED: Instantaneous recording, tailor made spots, or shows, script writing for everything. A transcription service, the United Transcribed System, subscription list of 35 Canadian Radio Stations, syndicated shows available for sponsorship in Canada and Newfoundland.

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Fadiman Associates, Ltd.

1501 Broadway, New York 18, N. Y. Phone, LAckawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

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Fanchon & Marco (F & M Stageshows, Inc.)

1501 Broadway, New York, N. Y. Phone, CHickering 4-3956. Radio Director, Charles E. Toffler. SERVICES OFFERED: Production, talent, Package Shows.

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Fenton Productions

1501 Broadway, New York 22, N. Y. Phone, CHickering 4-8240. Mildred Fenton, Kay Elliot, Mark Goodson, Grace King. SERVICES OFFERED: Package Productions.

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Films Associates, Inc.

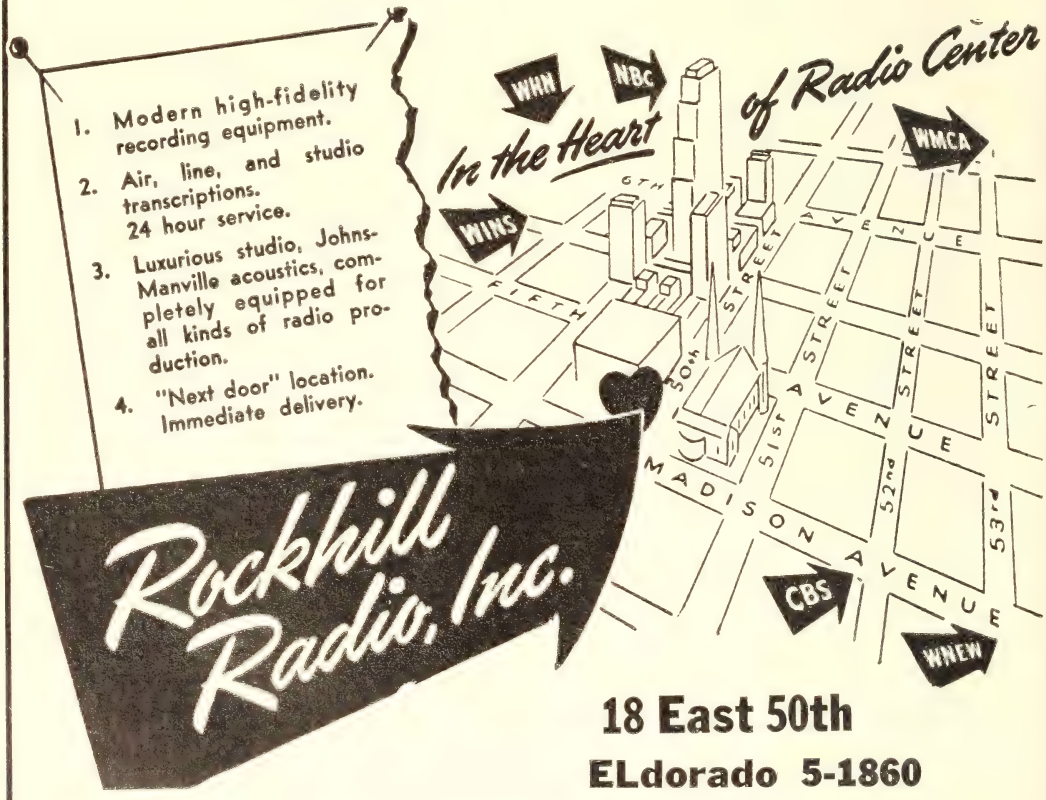
440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. President, E. Ray-

Stanley J. Wolf

RADIO PRODUCTIONS

LIVE AND TRANSCRIBED

* * *



mond Arn, Jr.; Secretary, Clement Jacobs; Engineer, John Say; Art Dept., Jack Dunning. SERVICES OFFERED: Transcriptions, slide film recordings, off the air checks, producers of slide films and motion pictures.

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Five-Minute Features

822 South Park View, Los Angeles, Calif. Director, Cal Frederick (Services, Script).

•

Edward H. Ford

156 West 44th St., New York 18, N. Y. Phone, BRyant 9-6624. Owner, "Senator" Edward H. Ford; General Manager, Ed. J. Weber; Office Staff, Betty North, Kay Aulbach, Ethel Dillon. SERVICES OFFERED: "Can You Top This?"

•

Harry E. Foster Agencies Limited

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6373. H. E. Foster, President; T .J. Quigley, Radio Time Buyer; W. R. T. Cory, Acct. Exec. & Copy Chief; C. Ralph, Account Executive; R. A. Cauley, Acct. Exec. BRANCH OFFICES: Room 128, Sun Life Bldg., Dominion Square, Montreal. Phone, Belair 1984. J. C. Nicholls, Rep. 119 W. Pender St., Vancouver, B. C. Larry Webster, Rep. 612 Barrington St., Halifax, N. S. Ervin S. Murray, Rep. SERVICES OFFERED: General Advertising Agency with a complete radio department including production facilities for "live" talent programs, transcribed shows, flashes, spots, 15 minute "strip" programs, variety and symphonic broadcasts.

•

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Manager, M. L. Sanderson. SERVICES OFFERED: Dramatizations, electrical recordings, complete production, radio shows.

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Frederick Bros. Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 6-2144. President, L. A. Frederick; Vice-President, W. Carl Snyder; Vice-President, Tom Kettering; Secretary and Treasurer, B. W. Frederick; Manager of Radio Department of Hollywood office, Bill Peck. SERVICES OFFERED: Package shows (live and transcribed), scripts, production, talent. Also complete spot announcement services.

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Frontenac Broadcasting Agency

394 Bay St., Toronto, Ont. Phone, Waverly 4635. G. J. Carter, Managing Director; A. E. Carter, Sec.-Treas.; A. R. Robertson, Account Executive; R. Howe, Account Executive; June Beavan, Continuity Editor; Dorothy Peters, Traffic; K. P. Howe, Sec. SERVICES OFFERED: Program production sales of air time, transcriptions.

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Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 3-0635. President, Allen A. Funt; Vice-President, Philip J. Pollard; Gen. Mgr., Virginia L. Wallace. SERVICES OFFERED: Syndicated programs, program production.

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G-J-R Radio Productions

161 W. 16th St., New York 11, N. Y. Phone, CHelsea 2-5590. Production Manager, Nathan M. Rudich; Sales Promotion Manager, Mike Jablons; Talent Manager, Arlene Shelley Gaines; Dir. of Scripts, George Gladstone. SERVICES OFFERED: Package shows (live and transcribed) for local stations, regional networks, or full networks.

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Gale, Inc.

48 West 48th St., New York, N. Y. Phone number LOngacre 3-0350. President, Moe Gale. SERVICES OFFERED: Producers of package radio shows and live talent.

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General Amusement Corp.

1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-7550. Thomas G. Rockwell, President; Ben Bodec, Executive In Charge of Radio. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Executive-in-Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone, State 6288. Executive-in-Charge, Bob Weems; 1533 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Executive-in-Charge, Frank Hanshaw. SERVICES OFFERED: Program production, package shows, artists' representatives.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Manager, William H. Anderson; Technical Director, Robert Haviland. SERVICES OFFERED: Custom-built radio transcriptions, production, script, recording talent, off-the-wire and off-the-air recordings.

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William Gernannt

16728 Rayen St., San Fernando, Calif. SERVICES OFFERED: Package shows, production.

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John E. Gibbs & Co.

9 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 4888-9. President, John Gibbs; Assistant, Francis Head. SERVICES OFFERED: Radio production, talent representation.

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Arthur M. Godfrey Productions

808 Earle Bldg., Washington 4, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Gen. Mgr., M. Richardson; Washington Sec., Frances P. McIver; N. Y. Sec., Anita Lamm; Writers, Charles Slocum, Howard Merrill, Paul Green, Ken Lyons, John Cohee; Producers, Irving Mansfield, Will Roland; Musical Directors, Archie Bleyer, Howard Smith. BRANCH OFFICES: Suite 2704-5, Hotel Lexington, New York 17, N. Y. Phone, WI 2-4400. M. Richardson. 1505 CBS Bldg., 485 Madison Ave., New York 22, N. Y. Phone, WI 2-2000. M. Richardson. SERVICES OFFERED: Arthur Godfrey Programs.

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Harry S. Goodman Radio Productions

19 East 53rd St., New York 22, N. Y. Phone, WIckersham 2-3338. Harry S. Goodman, General Manager-Program Director; William Fender, Assistant Program Director; H. Knuth, Production Manager; E. Goodman, Sales Manager. BRANCH OFFICE: 206 S. Spring St., Los Angeles, Calif. George Ruthenberg, West Coast Manager. SERVICES OFFERED: Syndicated transcribed shows. Custom-built programs and spot announcements. Live program packages and Television programs. Publishers of the ABC Listener magazine, a syndicated promotion medium for ABC affiliated stations.

Gordoni Radio Service

201 W. 49th St., Suite 302, New York 20, N. Y. Phone, COlumbus 5-5139. Producer, Lilla Gordoni; Placement, Orchestras, Juliet Heath; Club Dept., Fran Parker. SERVICES OFFERED: Continuity, talent and programs produced for radio, theatres and clubs. Also have E. T. "Big City Parade," 52 shows, 13 minutes each dealing with Juvenile Delinquency; true cases dramatized.

•

John Guedel Radio Productions

1680 North Vine Street, Hollywood 28, Calif. Phone, HEmpstead 5186. Executive Producer, John Guedel; Production Manager, Irvin Atkins; Script Editor, Walter Guedel; Office Manager, Eleanor Brockhoff; Accountant, Shirley Davis; Expediter, Bill Shea; Publicity, Ned Crawford; Children Supervisor, Virginia Barnett; Writers, Walter Guedel, Jack Stanley, Bernie Smith, Bob Dawn; Subdivision of Company: Vest Pocket Transcriptions headed by Irvin Atkins and Owen James.

•

Melchor Guzman Co., Inc.

45 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 7-0624. Vice-President, A. M. Martinez. SERVICES OFFERED:: Producers of programs and spot announcements in Spanish for advertisers using Latin-American stations.

•

Leland Hayward, Inc. (MCA Management, Ltd.)

444 Madison Ave., New York, N. Y. Phone, ELdorado 5-4100. BRANCH OFFICE: MCA Artists, Ltd., 9370 Burton Way, Hollywood, Calif. Phone, Crestview 6-2001. SERVICES OFFERED: Program production.

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George Heid Productions

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Betty Dougherty; Musical Director, Leo J. Strini. SERVICES OFFERED: Program production, continuity, recordings, transcriptions, commercial spots and jingles, air checks, slide film recording, sound for display.

•

Art Henley

88-04 63rd Drive, Forest Hills, N. Y. Phone, HAvemeyer 3-6729. SERVICES

SO THE STORY GOES

260 — 15 minute episodes

LOUISE MASSEY and THE WESTERNERS

156 — 15 minute episodes

JOE EMERSON'S HYMN-TIME

260 — 15 minute episodes

MORTON RADIO PRODUCTIONS, INC.

NEBLETT RADIO PRODUCTIONS

360 NORTH MICHIGAN AVENUE CHICAGO

Tel.: CENtral 4144

OFFERED: Creative writing and production of radio packages and spot commercials. Program script and consultation service, specializing in comedy, musical, dramatic and participation shows.

•

William F. Holland Agency

Hotel Sinton, Cincinnati 2, Ohio. Phone, Main 3450. William F. Holland, Owner & Sales Mgr.; D. E. Holland, Office Manager; E. L. Holland, Production Manager; Tom George, Program Dir.; Robert Kappes, Rosen Bader, Emerson Russell, Copy Directors. SERVICES OFFERED: Transcribed and live programs or supply script service.

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Hollywood Chatterbox Enterprises

1746 N. Las Palmas, Hollywood 28, Calif. Phone, Granite 2318. Managing Dir., Frank R. Brown; Musical Dir., Al Michaelian; Secty.-Treas., M. Page; Program Dir., Etta Lee; Scripts & Continuity Editor, Annie C. Warner. SERVICES OFFERED: Live & transcribed package shows; "spot" writing & production; radio exploitation; radio relations to motion picture industry and legitimate theater; creators and distributors of "Hollywood Chatterbox" film commentary.

•

Hollywood Transcriptions

4918 Santa Monica Blvd., Los Angeles 27, Calif. Phone, Normandie 2-3889. Partnership: J. Elmer Keefer and Robert E. Morris. SERVICES OFFERED: Transcribed programs and producing.

Lu Howard Radio Productions, 1674 Broadway, New York, N. Y. Phone, CIrcle 6-4268. President, Lucille Howard; Vice-President and Treasurer, David S. Bernard; Vice-President and Secretary, Sunny S. Banks; General Manager, Douglas M. H. Chandler. SERVICES OFFERED: Radio production transcriptions, script service, package and custom built shows, personal and representative of talent.

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Hummert Radio Features

247 Park Ave., New York 17, N. Y. Phone, WIckersham 2-2700. Partners: Frank & Anne Hummert. BRANCH OFFICE: 289 Greenwich Ave., Greenwich, Conn. Phone, Greenwich 4620. General Manager, Charles Leib. SERVICES OFFERED: Creators and producers of network radio productions.

Inter-California Broadcasting System

253 So. Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Mgr., Gustavo Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Julia R. Ballesteros. SERVICES OFFERED: Production of Spanish Language Programs, over Station XEGM, Tijuana, B. C.

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International Productions, Ltd.

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6376. Gordon Forsyth, In Charge of All Production; A. R. Tidy, Radio Executive; R. J. Sloane, Recording and Transcription Division; R. Flook Sound Engineer & Public Address Equipment; Gordon Howard, Script & Commercial Copy Writer; Edith Roynon, Script Production. SERVICES OFFERED: International Productions is formed for the production of radio programs, both live and transcribed. Other activities range from flash announcements to one hour symphony programs.

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International Radio & Television Features

152 E. 53rd St., New York 22, N. Y. Phone, Plaza 5-5781. Executive Director, Jack H. Lloyd. SERVICES OFFERED: Production of live and transcribed package shows, musical jingles and spot announcements for radio and television; 16mm commercial films, custom-built audition scripts for talent, continuity for foreign language shows, program ideas and consultations.

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Harry Jacobs Productions

8820 Sunset Blvd., Los Angeles 46, Calif. Phone, Crestview 5-2871. President, Harry R. Jacobs; Dir. of Sales Promotion, Bernice Lawrence. SERVICES OFFERED: Producer of transcribed radio shows. National sales organization representing its own and other producers' shows.

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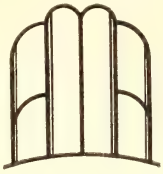
Estella H. Karn

49 West 45th St., New York, N. Y. Phone, VAnderbilt 6-3860. SERVICES OFFERED: Program production.

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Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. President and



RADIO SALES AND PRODUCTION

PROMOTIONAL PROGRAMS

OUTSTANDING IDEAS

NATIONAL SALES REPRESENTATION

Allan Miller Agency

SUITE 308
TOLEDO 2, OHIO

BELL BUILDING
GArfield 8603-4

Production Dir., Edwin H. Kasper; Treas. & Dir. Transcription Dept., Aaron S. Bloom; Office Manager, Robert W. Graham; Scripts-Production, Vernon H. Rich; Chief Engineer, Forrest L. Bishop; Asst. Engineer, Richard T. Hutchinson; Secty., Virginia Reardon. SERVICES OFFERED: Oldest syndicated transcription producer in the U. S.; recordings; program production; originators of transcribed musical spots; talent; scripts; live & transcribed custom-built programs; air checks; remote recordings; musical library; manufacturer of transcription playback machines (portable).

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Kaye-Martin Productions, Inc.

36 W. 44th St., New York, N. Y. Phone, MUrray Hill 2-8198. BRANCH OFFICE: Tribune Tower, Chicago, Ill.

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Kent-Johnson, Inc.

34 West 53rd St., New York 18, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson. SERVICES OFFERED: Program and spot announcement production. Program consultants.

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Kermit-Raymond Corporation

8 East 52nd St., New York 22, N. Y. **Phone, ELdorado 5-5511. President-Treasurer, William J. McCambridge Vice-President & General Manager, Ray**mond R. Green. REPRESENTATIVES: Music Corporation of America Offices; 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Maurie Lipsey, MCA Square, Beverly Hills, Calif., Phone, Bradshaw 2-3211, Hal Hackett, Scrappy Lambert. Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. DeArv G. Barton, Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448, Norman Steppe. SERVICES OFFERED: Production of live and transcribed program shows, scripts.

•

Sam Kerner Productions

6605 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 7239. Exec. in Chg., Sam Kerner; Sales Mgr., Carl Aultman; Producer & Dir., Billy Gray; Office Mgr.,

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44 West 44th Street MUrray Hill 2-8060 New York 18, N. Y.

I. J. Sarto. BRANCH OFFICE: 228 E. Orange Grove, Burbank, Calif., Phone, CH. 6-4141. Exec. in Chg., Sam Kerner. SERVICES OFFERED: Program production, syndicated transcriptions, talent, custom built spot announcements.

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Bob Kerr

1270 Avenue of Americas, New York, N. Y. Phone COlumbus 5-8051. Arthur Miller, Publicity. SERVICES OFFERED: Radio production and talent representation.

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Raymond Knight Productions, Inc.

44 W. 44th St., New York 18, N. Y. Phone, MUrray Hill 2-8060. President, Raymond Knight; General Manager, Harry Hoff; Promotion, J. Gerson Shaff; SERVICES OFFERED: Package shows, transcriptions.

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Landau Broadcasting Service

270 Broadway, New York 7, N. Y. Phone, REctor 2-5341-2. Program Director, Herman Younglieb. SERVICES OFFERED: Program production, script.

Lang-Worth Feature Programs, Inc.

113 West 57th St., New York 19, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. O'Keefe; Secretary, A. Walter Socolow; Representatives, John D. Langlois, John Mayo, Pierre Weis; Continuity Manager, Louie Tappe; Office Manager, C. O. Langlois, Jr. SERVICES OFFERED: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs both live and transcribed, syndicated shows.

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C. O. Langlois, Inc.

Steinway Hall, 113 W. 57th St., New York, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

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Don Lee Productions

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"NOAH WEBSTER SAYS"
"THE MARRIAGE CLUB"
"DO YOU WANT TO BE AN ACTOR?"

ALL COAST TO COAST FAVORITES



Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production.

The W. E. Long Co.

155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. L. R. Wolfe, President; E. J. Sperry, Director of Radio; C. T. Sweeney, Office Manager; Harold R. Gingrich, Chief of Copy; Paul Quan, Hollywood Producer. SERVICES OFFERED: Transcribed radio shows, musical library, script shows, telephone money shows, transcribed spot announcements for wholesale bakery accounts and radio stations.

Phillips H. Lord, Inc.

501 Madison Ave., New York 22, N. Y. Phone, WIckersham 2-2211. President, Phillips H. Lord; General Manager, Dorothy E. Levy. SERVICES OFFERED: Package shows.

Mac Davis Sports Features

1 Montgomery Place, Brooklyn, New York. Phone, NEvins 8-4374. Director, Mac Davis. SERVICES OFFERED: Complete building service for all types of sports programs, ideas, scripts, talent, production of live and transcribed shows for national, regional or local use, syndicated sports-script service. Also sports programs for television.

C. P. MacGregor

729 So. Western Ave., Hollywood 5, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Sales Manager, F. J. Rudolph; Office Manager, George R. Jones; Production Manager, Victor Quan. SERVICES OFFERED: **Transcription library productions; dramatic and musical programs;** recording studios. Also complete packaging including recording electro-plating of masters and production, pressings on vinylite.

The Ted Mack Co.

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 5-3285-6-7. Owner-Manager, Ted Mack; Associate, Arnold Rittenberg; General Sales Manager, Vernon B. Gray; Writers, Virginia McGlynn, E. Curtis; Producers, Ted Mack, Paul La Porte; Musical Director, John Gart. BRANCH OFFICE: 222 Huron St., To-

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ledo, Ohio. Phone, Main 1863. Paul Spor, Ohio Rep. SERVICES OFFERED: Complete production of Transcriptions and package shows, research and commercial copy service.

•

Haven MacQuarrie Ideas

3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio shows created, produced, and written.

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Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements.

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Management Corp. of America

745 Fifth Ave., New York 19, N. Y. Phone, WIckersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

Fred C. Mertens and Associates

323 South Soboba St., Helmet, Calif. Phone, Helmet 4769. Fred C. Mertens, President; George L Price, Program and Scripts Departments; Stuart S. Shackelton, Sales; T. H. Smith, Secretary. BRANCH OFFICE: 946 S. Normandie Ave., Los Angeles, Calif. Phone, Federal 7372, George L. Price. SERVICES OFFERED: Program productions, transcriptions, commercial copy service.

•

Charles Michelson, Inc.

67 West 44th St., New York 18, N. Y. Phone, MUrray Hill 2-3376. President, Charles Michelson; Vice-President, V. D. Michelson; Secretary, A. Michelson; Casting Director, Gilbert Braun. BRANCH OFFICES: 1328 Chestnut St., Philadelphia, Pa. Phone, Pennypacker 7851. Travis De Grouchy, Mgr.; 516 Deleon St., Tampa, Fla. Phone, M-5763. Windsor Bliss, Mgr.; 76 E. State St., Columbus, Ohio. Phone, Adams 4116. Ralph S. McFeely, Mgr.; 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Philip Johnson, Mgr.; South 1st & "B" Sts., Richmond, Ind. Phone, 1117.

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Our shows are heard on the nation's leading radio stations, and have been since 1936. Write for audition scripts.

Harry Gennett, Jr., Mgr. SERVICES OFFERED: Open-end transcribed feature program series, live network shows, porto-playback transcription machines, Gennett & Speedy sound effect record libraries.

●

Michelson & Sternberg, Inc.

67 W. 44th St., New York, N. Y. Phone, MUrray Hill 2-5421. President - Secretary, Aaron Michelson; Vice-President, Charles Michelson. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

●

Allan Miller Agency

Suite 308 Bell Bldg., Toledo 2, Ohio. Phone, Garfield 8603-4. Allan H. Miller, President-General Manager; John Haskin, Business Manager. SERVICES OFFERED: Package shows, live talent and transcriptions.

●

Les Mitchel Productions, Inc.

8853 Beverly Blvd., Hollywood 36, Calif. Phone, Crestview 1-5275. President, Les Mitchel; Vice-President, O. J. Neuwerth; Sec.-Treas., G. Madelon Mitchel. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

●

Moonbeams Broadcasts, Inc.

8 West 45th St., New York 19, N. Y. Phone, MUrray Hill 2-7471, 7472. President and Treasurer, George Shackley; art. SERVICES OFFERED: Musical and Secretary-General Manager, Lillian Stewscript programs, talent.

●

Raymond R. Morgan Co.

6362 Hollywood Blvd., Hollywood 28, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; General Manager, R. E. Messer. Account Executives, Robert Temple and Carl Kulberg; Copy Chief, Audrey Kuthe; Production Manager, Ruth Johnson; Account Executives, James McCleery, Robert Raisbaeck, Lucille Hobson. BRANCH OFFICE: Goodkind, Joice & Morgan, Chicago, Ill. Superior 6747. Vice-President (Executive-in-Charge), M. Lewis Goodkind. SERVICES OFFERED: General advertising, merchandising and radio production.

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in a fifteen minute transcribed day-time series as unique and compelling as the voice and personality of this amazing woman.

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1943 - 1944 - 1945 - 1946 - 1947

William Morris Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-2160. Executive-in-Charge of Radio, William B. Murray. BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin. SERVICES OFFERED: Production of package shows.

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Carlton E. Morse Productions

1500 Vine St., Hollywood 28, Calif. Carlton E. Morse, Owner.

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Morton Radio Productions

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 4144. President, Morton Jacobson; Sales Promotion, Ruthie Miller. SERVICES OFFERED: Producers of transcribed and live talent programs.

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Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)

620 West Superior Ave., Cleveland 13, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Manager, William H. Anderson; Technical Director, Robert Haviland. SERVICES OFFERED: Custom-built radio transcriptions, productions, script, recording talent, off-the-wire and off-the-air recordings.

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Music Corporation of America

745 Fifth Ave., New York 19, N. Y. Phone, WIckersham 2-8900. Vice-President, David A. Werblin; Vice-President, A. Bart McHugh; Vice-President, Charles Miller; Vice-President, Herb Rosenthal. OTHER OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Vice-President, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein; Vice-Presidents, Taft Schreiber, Harold Hackett, Mickey Rochford, 610 Book Bldg., Detroit, Mich. Phone, Randolph 2604; Union Commercial Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe. SERVICES OFFERED: Production, package shows, talent.

BYRON PRODUCTIONS, INC.

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PRESIDENT

EDWARD A. BYRON

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DE

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Muzak Corporation

151 W. 46th St., New York 19, N. Y. Phone, BRyant 9-1246. Harry E. Houghton, President and Chairman of the Board; K. R. Smith, Vice-President and General Manager; John R. Andrus, Vice-President and Treasurer; Emil F. Hembrooke, Vice-President. SERVICES OFFERED: Studio and off-the-line and off-the-air vertical and lateral recordings, recording service, and custom-built recordings for radio sponsors and advertising agencies and processing and pressing of original recordings.

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NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, W. P. Haye; Advertising and Promotion, William R. Seth; Recording Sales, Charles G. Hicks, Jr.; Sales Manager, Willis B. Parsons; Program Manager, H. H. Woods; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Manager, Oscar C. Turner Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Ward Hubbard; Taylor and O'Farrell Sts., San Francisco, Calif. Phone, Graystone 8700. Manager, Robert Z. Morrison. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

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National Concert & Artists Corp.

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, Alfred H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Secretary-Treasurer, Thomas Reilly. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Manager, Sam Harrington, 9059 Sunset Blvd., Los An-

GORDON T. HUGHES

Writer-Producer

"YOUR HOPE CHEST"

CBS

For Pictsweet Foods

George W. Allen

Producer - Director



"THE WHISTLER"

C.B.S.

geles, Calif. Crestview 1-7121. Manager Helen Ainsworth, 79 Post St., San Francisco, Calif., Phone, Exbrook 8033. Executive-in-Charge, Alexander Haas. SERVICES OFFERED: Program production, talent management.

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National Radio Advertising Agency

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

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National Radio Features

100 State St., Albany 7, N. Y. Phone, 4-8226, 2-7854. Allen I. Stock, General Manager; R. Wilbur Smith, District Manager; Ruth Pearl, Publicity Manager. SERVICES OFFERED: Special radio transcribed programs for use as campaigns with special constructive material furnished with this feature to aid Radio Station advertisements. "Veterans of Victory" is the new sensational program that brings added mail, listening audience and station prestige. Free weekly $25 U. S. savings bonds. Has the cooperation and the use of the names of the U. S. Treasury Department and the Veterans Administration, and carries talks by well-known men and women who are heads of Veterans' organizations and Veterans' rehabilitation. Coast-to-Coast as "Goodwill Ambassadors for Radio Stations."

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Neblett Radio Productions

360 North Michigan Ave., Chicago 1, Ill. Phone, Central 4144. Partner, Morton Jacobson; Sales Promotion Manager, Ruthe Miller. SERVICES OFFERED: Producers of transcribed and live talent programs.

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Lilian Okun, Inc.

2 West 67th St., New York, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, package programs, scripts, Television

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James Norris Radio Productions

366 Madison Ave., New York 17, N. Y. Owner, James Norris. SERVICES OF-

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Arthur Henley

WRITER - PRODUCER

•

Writer of

"Honeymoon In New York"

"Kate Smith Show"

"13 By Henley"

"Lady Dick"

PAUL GIRARD
EXECUTIVE PRODUCER

ALEXANDER LEFTWICH, Jr.
DIRECTOR

LOUIS M. HEYWARD
SCRIPT

★★★ STAR TIME
★★★ SPORTS STAR SPECIAL
★★★ SPECIAL ASSIGNMENT

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

FERED: Ideas, syndicated programs, scripts.

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Pan American Broadcasting Co.

330 Madison Ave., New York 17, N. Y. Phone, MUrray Hill 2-0810. Vice-President, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill., Phone, State 5096; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. Homer Griffith, 6362 Hollywood Blvd., Hollywood, Calif. Phone, Granite 6113. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields. Radio station representatives.

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Jack Parker & Associates

Box 2222, Hollywood 28, Calif. Phone, Citrus 18536. Jack Parker, President & General Manager; Don Maters, Vice-President; Producers: Jack Parker, Garland Brunton, Ross Van Neibroc; Script Writers: Ross Van Neibroc, Jack Parker, Garland Brunton, Betty Underwood, Mary Blue. SERVICES OFFERED: Custom-built programs, program production, recording, scripts.

Leo J. Paulin & Associates

1627 "K" St., N.W., Washington 6, D. C. Phone, National 9349. President, Leo J. Paulin; Vice-President, Vera Cassidy Ash. SERVICES OFFERED: Program ideas, production, scripts. Featuring programs with a "Washington angle." Specialist in custom built programs for trade groups.

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Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, WIsconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Stanley Whitman, Leonard Allen, Jean Eickes; Engineer, M. P. Frutchey. SERVICES OFFERED: Religious programs, public relations radio programs.

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Press Association, Inc. (A. P. Radio Productions)

50 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 7-7363. William J. MacCambridge, General Manager; Oliver Gramling, Assistant General Manager; Paul Girard, Executive Producer; Alexander Leftwich, Jr., Director. BRANCH OFFICES: Located in 100 principal cities. SERVICES OFFERED: Network, local and transcribed radio programs.

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Al Michaelian, *Music Supervisor*

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GRanite 2318

Eugenia Price Productions

75 E. Division St., Chicago 10, Ill. Phone, Delaware 4375. Owner, Eugenia Price. Represented by MCA Artists Ltd., 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. SERVICES OFFERED: Producers of open-end and custom-built transcribed programs.

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President, G. L. Price. SERVICES OFFERED: Transcribed programs, program production, transcription library, scripts and continuity, commercial copy.

Prockter Radio Productions, Inc.

250 W. 57th St., New York 19, N. Y. Phone, CIrcle 6-4091. President, Bernard J. Prockter; Director of Publicity, Clement J. Wyle; Director of Research, Jerome C. Robinson; Program Director, Arnold Michaelis. SERVICES OFFERED: Package network radio programs and transcribed packed programs. Advice and consultation on radio production to advertisers and advertising agencies.

Radio Productions, Inc.

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"SINGING WEATHERMEN"

"TIME IN RHYME"

"MUSICAL THERMOMETER"

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Cleveland, Ohio

Production Associates

545 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-6865. Partners, S. H. Samuels, Albert Simmons, H. L. Samuels. SERVICES OFFERED: Creation and production of package network programs.

Progressive Radio Advertising Co., Inc.

260 E. 161st St., New York 51, N. Y. Phone, MElrose 5-5522. Lido Belli, President-Producer-Director. SERVICES OFFERED: Italian language programs, production and talent.

Radio Events, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. Managing Director, Martin Lawrence. SERVICES OFFERED: Production, scripts, casting.

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Oliver W. Nicoll; Associate Director, Sandra Munsell. REPRESENTATIVE: Towers, Ltd., 84 Hallam St., London, W. 1. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, package live

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  Juvenile Western Serial
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  A 25 Second Transcribed Feature

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  Metropolitan Bass-Baritone

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shows, syndicated transcriptions, scripts, talent.

Radio Producers of Hollywood

1651 Cosmo, Hollywood 28, Calif. Phone, Hollywood 8318. Owner & General Manager, Lou R. Winston; Station Relations, Phyllis Fox. SERVICES OFFERED: Open and transcribed feature programs. Syndicated and package programs. Leased for broadcasting to radio stations, individual shows, group of shows, or the complete catalogue.

Radio Production Service

501 Madison Ave., New York, N. Y. Phone, PLaza 3-8940. Irene Beasley, General Manager; Helen Porretto, Assistant General Manager. SERVICES OFFERED: Complete radio package shows, live or transcribed.

Radio Program Management

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 9-7600. Directors, Ted Mack, Arnold Rittenberg. SERVICES OFFERED: Package shows: variety, dramatic, musical and audience participation. Spot Announcements. Complete production: research, scripts, music, commercial copy.

Religious News Service

381 Fourth Ave., New York, N. Y. Phone, MUrray Hill 4-1463. Managing Editor, Louis Minsky. SERVICES OFFERED: Production of weekly religious news scripts.

Richman-Sandford Productions

10 East 43rd St., New York 17, N. Y. Phone, MUrray Hill 2-5854. Owners-Partners: Bill Richman and Howard Richman; Executive Producer, Charles Cromer; Musical Director, Harold Levey; Script Dept., Natalie Meader; Research Dir., Howard T. Longfellow; Personnel Director, Rita Klatzer. SERVICES OFFERED: Producers of transcribed and live radio programs. Producers of television programs, live and film.

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia 7, Pa. Phone, Walnut 6800. Owner, W. P. Robinson. Phone, Locust 4731. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting, scripts, production.

Rockhill Radio

18 East 50th St., New York 22, N. Y. Phone, ELdorado 5-1860. Stanley J. Wolf, President; Emanuel H. Wolf, Vice-President. BRANCH OFFICE: 188 West Randolph St., Chicago, Ill. SERVICES OFFERED: Live and transcribed program production.

Runyon-Guggenheim Enterprises

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hempstead 4133. Partners, Jack W. Runyon. Robert Guggenheim, Jr. SERVICES OFFERED: Radio and Television production (English, Spanish, Portuguese). Proved and tested radio productions for Latin America. Radio package sales agency. New idea development.

James L. Saphier Agency

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, Owner; Associates: Tom Fizdale, Bert D. Prager. SERVICES OFFERED: Sales and production of package shows and talent.

Shaffer-Waible, Inc.

270 Park Ave., New York 17, N. Y. Phone, PLaza 8-0344. Partner, Lloyd Shaffer; Partner, Fred Waible. SERVICES OFFERED: Musical and dramatic package programs for radio and television; films; transcriptions; talent; scripts.

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Director, Joseph C. Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, off air checks.

Bernard L. Schubert, Inc.

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert; Saul Reiss, May Bolhower. SERVICES OFFERED: Talent management and program production.

Sesac, Inc.

475 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer; K. A. Jadassohn, Vice-President; Kolin Hager, Asst. to the

President. SERVICES OFFERED: Licensing the use of copyrighted music, transcription library, syndicated transcribed tailor-made programs for advertisers.

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Sound Studios, Incorporated

1124 Vermont Ave., N.W., Washington 5, D. C. Phone, Republic 1984-5. President, Robert J. Coar. SERVICES OFFERED: Transcriptions, program production, motion pictures for television, television productions for DuMont's Washington station and WABD television station in N. Y.

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The Sound Workshop, Inc.

412-418 S. Robertson Blvd., Los Angeles 36, Calif. Phone, Bradshaw 2-3203. Producer-Director, Robert E. Grey; Casting, J. R. Lorenz; Sound, O. J. Vital; Chief Engineer, W. E. Lambeth; Script, R. L. Tennis. SERVICES OFFERED: All types recording, complete program production, syndicated and custom-built transcribed phonograph records, etc.

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Service Programs

535 5th Ave., New York 17, N. Y. Phone, MUrray Hill 6-3489. General Manager, Gladys Miller. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

•

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York 20, N. Y. CIrcle 7-5666. Henry Souvaine, Russell E. Dill, Ralph Starr Butler, Jr., Harold V. Milligan. SERVICES OFFERED: Package shows (live and transcribed) for radio and television, scripts, production, public relations consultants.

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Spot Radio Service

1 E. 54th St., New York 22, N. Y. Phone, PLaza 5-9800. Director, Fulton Dent; Assistant Director, Dorothy Green. SERVICES OFFERED: Spot radio specialists: Research, radio market studies, time buying consultants, writing and production of all types of spot announcements.

•

Richard Stark & Company

30 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 6-7337-8. SERVICES OFFERED: Program producers, program builders, and commercial consultants. In the latter capacity they will offer commercial copy suggestions and production notes, with particular emphasis on daytime radio selling.

Syndicated Radio Productions

800 S. Normandie Ave., Los Angeles 5, Calif. Phone, Drexel 6652. Richard E. Gresham, Managing Director. SERVICES OFFERED: Producers sales representatives with sales staff covering Western half of U. S. and Canada. Syndicated Transcribed Shows available for any sponsor on any AM or FM station or network. Transcribed Package Shows from 5 minutes to half-hour with from 13 to 450 episodes.

•

Telecast Productions, Inc.

101—5th Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Freeman; Treasurer, William S. Greene, Jr. SERVICES OFFERED: Package shows for radio and television.

•

Telemated Cartoons

410 Riverside Drive, New York 25, N. Y. Phone, UNiversity 4-6148. Owner, Saul S. Taffet. SERVICES OFFERED: Producing animated cartoons and other cartoon art along with special effects and outdoor film sequences for television and industrial advertising purposes. Maintain a complete animation studio and personnel experienced in the needs and requirements of television motion pictures and artwork.

•

Television Films of America (TFA)

Box 2222, Hollywood 28, Calif. Phone, Citrus 18536. Executive Producer, Jack Parker; Director, Ross Van Neibroc; Chief Script Writer, Garland Brunton. SERVICES OFFERED: Producers of television film made especially for television releases. Special public relations service for television stations and television advertisers. (Television Script Bureau) Script Writers, Jack Parker, Garland Brunton, Ross Van Neibroc. SERVICED OFFERED: Television script and commercial copy written to order for television stations and television advertisers.

•

Time, Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 5-4400. Director of Radio Programs Department, Frank C. Morris. SERVICES OFFERED: Transcribed programs, Time Views the News-a-Monday through Friday newscast.

Transamerican Broadcasting & Television Corp.

1 East 54th St., New York 22, N. Y. Phone, PLaza 5-9800. President, John L. Clark. SERVICES OFFERED: Live and transcribed programs.

•

Transcribed Radio Shows

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. President, M. E. Moore. SERVICES OFFERED: Custom-built shows, spot announcements, production, listener participation, transcribed programs, script writing.

•

Transcription Sales, Inc.

117 W. High St., Springfield, Ohio. Phone, 2-4974. President, J. P. Williams; Vice-President, Lin Mason. BRANCH OFFICES: 130 E. 56th St., New York 22, N. Y. Phone, PLaza 9-1446. Edward Hochhauser, Jr., Mgr., Eastern Div.; 6381 Hollywood Blvd., Hollywood 28, Calif. Roger B. Read, Mgr., Western Div. SERVICES OFFERED: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages.

•

Transfilm, Inc.

35 W. 45th St., New York 19, N. Y. Phone, BRyant 9-6540. President, William Miesegaes; Vice-President in Chg. of Production, Walter Lowendahl; Vice-President in Chg. of Sales, Milton F. Martin; Sec.-Treas., Peter A. Schlenker. SERVICES OFFERED: Producers of 16mm and 35mm films for television programs and commercials.

•

Transvideo Film Productions, Inc.

112 Park Ave., New York 17, N. Y. Phone, MUrray Hill 4-6628-9. Herbert Sandler, President; Ethel Sandler, Vice-President-Secretary; Beatrice P. Cunningham, Treasurer-Production Manager. SERVICES OFFERED: Television film production exclusively. Complete production facilities for agences and sponsors for television trailers, hitch-hikes and spot announcements.

•

Trendle-Campbell

1800 Stroh Bldg., Detroit 26, Mich. Phone, RAndolph 9184. Owners, George W. Trendle; H. Allen Campbell. SERVICES OFFERED: Owners and producers of dramatic serials; The Lone Ranger; The Green Hornet; Challenge of the Yukon, etc.

United Press Association

220 East 42nd St., New York 17, N. Y. Phone, MUrray Hill 2-0400. Radio News Manager, Phil Newsom; Radio Sales Manager, Al F. Harrison; Radio Shows Div. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio of news service, news scripts, news research.

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United States Recording Co.

1121 Vermont Ave., N. W., Washington 5, D. C. Phone, District 1640. General Manager, Joseph Tait; Assistant Manager, Rhoda Golden; Chief Recording Engineer, Herbert Dengler; Chief Plant Engineer, Irving Linkow; Sales Manager, Eugene Rosen. BRANCH OFFICE: 3700 Jefferson-Davis Highway, Alexandria, Va. Phone, Di. 1640. Irving Linkow. SERVICES OFFERED: Recording and transcription service, script and production service, air checks of domestic and short wave broadcasts. Specializing in complete recording and transcription installations. Manufacturers of Speech input equipment, sound effects consoles, portable transcription equipment and special equipment.

•

Universal Radio Sales

730 Fifth Ave., New York 19, N. Y. Phone, CIrcle 6-7447. President, Wesley I. Dumm; Vice-President, George E. Hughes; Eastern Sales Mgr., Program Div., Richard Nicholls. SERVICES OFFERED-BRANCH OFFICES: (For complete information see listing under Transcription Companies).

•

Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-4675-6. Production Manager, Thomas J. Valentino; Secretary, Elsie G. Valentine; Director, Michael T. Valentine. SERVICES OFFERED: Manufacturer of sound effects records, processing and pressing of vinylite records, 10 in. and 12 in. Transcription service.

•

Video Associates, Inc.

515 Madison Ave., New York 23, N. Y. Phone, PLaza 3-7966. Production, Philip Brodsky; Direction, Miriam Tulin; Talent, Elizabeth Lee; Scripts, Barbara Jones. SERVICES OFFERED: Live packages and custom-built shows for television exclusively. Complete program service from preparation through execution: ideas, scripts, talent, sets, costumes, props, music, production, direction. Intra-tele demonstrations. Program and production consultant services.

Chick Vincent & Company

509 Madison Avenue, New York, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Casting Director, Natalie Ortof; Controller, Seymour Schneidman. SERVICES OFFERED: Package producers.

•

Owen Vinson & Co.

5042 Los Feliz Blvd., Hollywood 27, Calif. Phone, Normandy 1-0654. Owen Vinson, Producer-Director-Manager; Pauline Hopkins, Writer and Script Editor; Margaret Patterson, Secretary. SERVICES OFFERED: Free-lance producing, writing and directing. New shows available, or built to order. Packages.

•

J. Franklyn Viola & Co.

152 West 42nd St., New York 18, N. Y. Phone, CHickering 4-3254. Manager, J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs, transcriptions.

•

Von Baumann Studios Inc.

331 E. 71st St., New York 21, N. Y. Phone, RHinelander 4-5508. Owner-Producer, Cyril Von Baumann; Publicity, E. F. Olbert. SERVICES OFFERED: Production of live and transcribed custom-built and package shows, writing and production of spot announcement, musical commercials and jingles, program consultant.

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Tom Wallace Radio Productions

366 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-2636. Owner, Tom Wallace. SERVICES OFFERED: Package radio shows.

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Lee Wallace Teleshows

222 E. 40th St., New York 16, N. Y. Phone, MUrray Hill 4-3529. Executive Producer, Lee Wallace; Production Manager, Robert Mayberry; Associate Producer, Sara Jane Troy; Associate Producer, Harold D. Salkin; Casting Director, Celia Ford; Film Consultant, Clarence Tripp. SERVICES OFFERED: A complete service, including show-building and production for agencies and television stations.

•

Carl Wester & Company

6047 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 2151. Owner, Carl Wester; Executive Producer, John Taylor. SERVICES OFFERED: Program production.

Roger White Productions, Inc.

Hotel Beverly, 125 E. 50th St., New York, N. Y. Phone, PLaza 5-3560. Radio Producer, Roger White; Program Director, Marilyn Brant; Talent and Casting Director, Kermit Schafer. SERVICES OFFERED: Complete organization geared to serve agencies in production and presentation of outstanding radio programs.

•

Wolf Associates, Inc.

420 Madison Ave, New York, N. Y. Phone, PLaza 5-7620. General Manager, Ed Wolf; Production Manager-Casting Director, Jack Rubin; Sales Manager, Paul Ross. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6679. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Radio Production, talent.

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World Broadcasting System, Inc.

(Subsidiary of Decca Records, Inc.)

711 Fifth Ave., New York 22, N. Y. Phone, WIckersham 2-2100. General Manager, Jack Meyerson; Executive Vice-Pres., A. J. Kendrick; Treasurer, M. R. Rackmill; Station Relations, A. B. Sambrook; Manager, Program Production, Herb Gordon; Chief Engineer, Charles Lauda, Jr. SERVICES OFFERED: A Western Electric license—vertical and lateral cut transcriptions, offering World Library, commercial transcriptions and studio facilities, scripting, production, directing and talent.

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Carter Wright Radio Television Productions

1707 N. Hudson Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Jimmy Royce, Business Manager. SERVICES OFFERED: Transcriptions—all types, production, advertising copy, script service, furnishing writers, directors, producers and talent, both vocal and dramatic-school.

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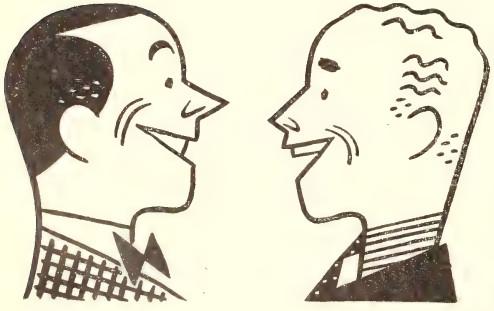
Frederic W. Ziv Company

1529 Madison Road, Cincinnati 6, Ohio. Phone, Plaza 1323. F. W. Ziv, Partner; M. R. Ziv, Partner. BRANCH OFFICES: 501 Madison Ave., New York, N. Y. Phone, PLaza 3-9612. John L. Sinn, Partner; 1001 Taft Bldg., Hollywood, Calif. Phone, Hempstead 3248. N. L. Rogers, Manager, 203 N. Wabash Ave., Chicago 1, Ill. Phone, Franklin 8917. Alvin Unger, Manager. SERVICES OFFERED: Live talent and transcribed programs.



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Transcription Companies

Advertisers Recordings Ltd.

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368. President-General Manager, Walter P. Downs; Secretary, Mary Helen Gerl. SERVICES OFFERED: Transcription and private wire service.

Advertisers Recording Service, Inc.

113 West 57th St., New York 19, N. Y. Phone, CIrcle 6-0141. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto 1, Ont., Canada. Phone, Elgin 2464. Program Manager, G. F. Herbert; S. W. Caldwell, Sales Manager, F. W. Cannon. BRANCH OFFICES: 1012 Southam Bldg., Calgary, Alberta, Canada. Phone, M-7591. President, H. R. Carson; 1001 Electric Railway Chambers, Winnipeg, Manitoba, Canada. Phone 96-861. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, Lancaster 6400. Manager, Burt Hall; 198 W. Hastings St., Vancouver, B. C., Canada. Phone, Marine 9542. Manager, J. E. Baldwin. SERVICES OFFERED: Representative for transcription companies.

Allentown Record Co., Inc.

1776 Broadway, New York 19, N. Y. Phone, CIrcle 5-4328. (Plant: 10th & Walnut Sts., Allentown, Pa., Phone, Allentown 37405). Pres. & Gen. Mgr., John J. H. Peyser; Customer Service, Sylvia Mellner Peyser; Plant Mgr., David A. Foxman. SERVICES OFFERED: Contract manufacturers of vinylite phonograph records and transcriptions; 10", 12", and 16" pressings.

Allied Record Mfg. Co., Inc.

1041 N. Las Palmas Ave., Hollywood 38, Calif. Phone, Hollywood 5107. D. K. Broadhead, Pres. & Gen. Mgr. SERVICES OFFERED: Processing and pressing of electrical transcriptions and phonograph records. Manufacture and sale of preform biscuits.

American Royal Productions

7928 Michigan Ave., Oakland 5, Calif. Phone, Trinidad 6115. M. Scott Weakley, General Manager. SERVICES OFFERED: Transcriptions and phonograph record production; aircheck service and production analysis for artists and advertisers; mobile recording unit for broadcast or special events pickup anywhere, anytime in the northern Calif. area. RCA equipment.

Associated Program Service, Inc.

151 W. 46th St., New York 19, N. Y. Phone, BRyant 9-1246. Richard S. Testut, Vice-President and Gen. Mgr.; John Andrew, Dir. Sales Promotion; Bert Lown, Dir. Station Relations. SERVICES OFFERED: Transcribed library of radio music; basic program scripts; program features.

Associated Radio-Television Productions

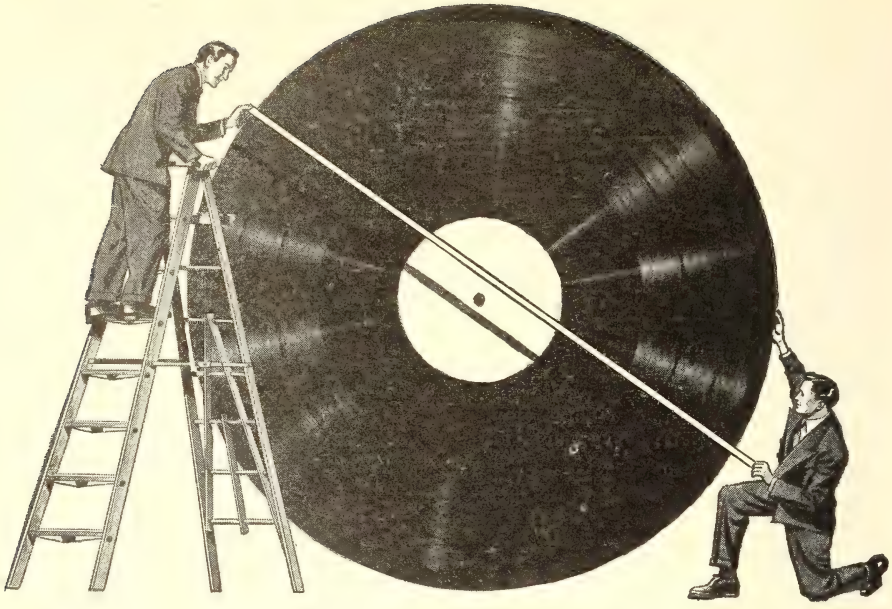
11 West 42nd St., New York 18, N. Y. Phone, LO 5-3710. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox.

Atlantic & Pacific Broadcasting System

Box 2222, Hollywood 28, Calif., Phone, CItrus 18536. Jack Parker, General Manager; Don Masters, Production Manager; Betty Underwood, Program Manager; Ross Van Neibroc, Script Editor. SERVICES OFFERED: A full program schedule of transcribed programs furnished to member stations.

Audio-Scriptions, Inc.

1619 Broadway, New York 17, N. Y. Phone, CIrcle 7-7690. Ezekiel Rabinowitz, Manager. SERVICES OFFERED:



How to measure the best

For transcriptions
For high-speed processing
For vinylite pressings
For phonograph records

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Unexcelled in modern facilities and master craftsmanship, Muzak is equipped to supply both Vertical and Lateral Cut transcriptions . . . reference recordings ... line recordings for supplemental radio coverage.

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•

Beltone Recording Corp.

2 West 46th Street, New York 19, N. Y. Phone, BRyant 9-4130. President, Leslie C. Cahan; Treasurer, Shirley Cahan. SERVICE OFFERED: Instantaneous recordings, masters and pressings, transcribed programs, off-the-air.

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G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hollywood 3981 and HEmpstead 1753. (For detailed information see listing under Program Producers.)

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Ford Bond Radio Productions

810 RCA Bldg., W., New York 20, N. Y. Phone, CIrcle 7-2236. President, Ford Bond; Associate, Thomas S. Carr. SERVICES OFFERED: Specializing in 5-minute open-end transcribed programs; individually tailored musical or dramatized announcements for broadcast purposes; new series of 15 and 30 minute open-end syndicated shows styled for local and regional sponsorship.

•

Bost Records Co.

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. (For detailed information see listing under Program Producers.)

•

Charles Stark, Inc.

366 Madison Ave., New York, N. Y. Phone, Murray Hill 2-2636. Charles Stark, President. SERVICES OFFERED: Transcribed programs, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

•

Cinemart, Inc.

Executive & Sales Offices: 565 Fifth Ave., New York 17, N. Y. Phone, PLaza 3-9172. Studios: 101 Park Ave., New York 17, N. Y. Phone, LExington 2-5689. President, Harold Kovner; Vice-Pres. & Gen. Mgr., Varian Fry. SERVICES OFFERED: Commercial recording, processing and presing of shellac, vinylite and other plastics; electrical transcriptions; off-the-air and off-the-line air checks.

Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)

799 Seventh Ave., New York 19, N. Y. Phone, CIrcle 5-7300. President, Edward Wallerstein; Vice-President and General Manager, Mefford R. Runyon; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, John Birge. BRANCH OFFICES: 6623 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, Andrew J. Schrade; 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. SERVICES OFFERED: Recording, processing and manufacture of all types of electrical transcriptions; manufacture and distribution of Columbia and Okeh records.

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Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton; Sales Manager, R. C. Shive; Production Manager, Harvey Lamb. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

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Patrick Michael Cunning Television Productions—Stage 8

6530 Sunset Blvd., Hollywood, Calif. Phone, HIllside 5915. (For detailed information see listing under Program Producers).

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Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, COlumbus 5-2300. President, Jack Kapp; Manager Transcription Division, Edward Strauss. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham, Miami. SERVICES OFFERED: Custom-built electrical transcription records. Owners of WORLD BROADCASTING SYSTEM, INC., transcription services, 711 Fifth Ave., New York 22, N. Y.

•

Disc Company of America

117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. Moe Asch. SER-

C. P. MacGregor

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PHONE: FITZROY 4191

VICES OFFERED: Commercial records, transcriptions, recordings and production. Phonograph record manufacturing.

•

Disco Recording Co., Inc.

334 Arcade Bldg., St. Louis 1, Mo. Phone, Chestnut 5937. President, Harry V. Cheshire; General Manager, Gordon Sherman; Chief Engineer, Fred F. Schopflin. SERVICES OFFERED: Recording service, electrical transcriptions, off air checks, manufacture phonograph records.

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Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Radio, Producers.)

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Eccles Recordings, Inc.

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, HIllside 8351. Robert P. Newman, Manager; Edgar A. Wilkerson, Business Manager. SERVICES OFFERED: Transcription radio production packages, recording from network lines or air, phonograph masters, sound effects recordings.

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Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood 38, Calif. Phone, GLadstone 2189. Owned and Operated by Bert B. Gottschalk. SERVICES OFFERED: Complete studio facilities for: Electrical transcriptions, spot announcements, "Air-Chek" service, phonograph recordings.

•

B. Ellis Associates

11 East 44th St., New York 17, N. Y. Phone, MUrray Hill 2-7862-3. Bruce Ellis, Director; George Magee, Script Editor. (For detailed information see listing under Program Producers.) Syndicated Shows: "Invitation To College"; "What Would You Do?"

•

Empire Broadcasting Corporation

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 8-3360. Helen D. Kelleher, Pres. & Treas.; F. de Jaager, Vice-Pres.; Arthur Lubo, Secretary. SERVICES OFFERED: Custom-built transcriptions, production, scripts, talent and complete recording facilities.

Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 7200. Manager-Director, J. E. Campeau; Engineer, Robert Henderson. SERVICES OFFERED: Transcriptions.

•

Exclusive Radio Features Co., Ltd.

14 McCaul St., Toronto 2B, Ont., Canada. Phone, ADelaide 5112. President, George W. Halnan; Manager, Alfred J. Lewis. SERVICES OFFERED: Instantaneous recording, tailor made spots, or shows, script writing. A transcription service for Canada only. Syndicated Shows available for sponsorship in Canada only.

•

Carl Fischer Inc. Miracoustic Recording Studios

119 West 57th St., New York 19, N. Y. Phone, CIrcle 7-2965-6-7. Fred Herbert-Oettgen, Recording Director; Hal Michael, Chief Engineer; Robert E. Scheuing, Sales Promotion Manager; Max Rittershausen, Branch Manager; Carl Fischer, Inc., Gregory M. Davis, Kenneth Lynch, Recording Engineers. SERVICES OFFERED: Complete Theater-Studio facilities including Hammond Organ, Package Show Production, Master and Commercial Record Production, NAB Standard Transcriptions; Reference, Audition, Off-the-Air and Off-the-Line recording. Complete Sound Library. Remote location facilities. Twenty-four hour service by appointment.

•

Frankay & Jackson Recording Studios, Inc.

48 West 48th St., New York 19, N. Y. Phone, LOngacre 5-8453. President & Manager, Harry Jackson; Vice-President, Frank Fay. SERVICES OFFERED: Transcription, off-the-air recordings, masters, pressings, rehearsal studios, all studio facilities including Hammond Electric organ and Steinway piano.

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General Broadcasting System, Inc.

Rockefeller Bldg., Cleveland 13, Ohio. Phone, Prospect 4900. D. C. Jones, Pres.; W. H. Anderson, Asst. to Pres.; R. E. Haviland, Prod. Manager. SERVICES OFFERED: Sound slide film recordings, radio spot recordings, film sound track recording for both 35 and 16 mm., creative editorial script service, sound motion pictures, sound slide films.

Allentown Record Co., Inc.

Fabricators of high fidelity

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records and transcriptions

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PLANT: 10th and Walnut Streets, Allentown, Pennsylvania

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WIckersham 2-3338-9. (For detailed information see listing under Program Producers.)

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George Heid Productions

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. George Heid, Owner; Betty Dougherty, Director of Recordings; Al Campbell, Director of Slide Film Productions; Max Adkins, Musical Director. SERVICES OFFERED: Electrical transcriptions, recordings, air checks, script, production, radio package shows, slide film production, sound for mechanical display.

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Mary Howard Recordings

37 E. 49th St., New York 17, N. Y. Phone, PLaza 3-4800, Ext. 47. Owner-Manager, Mary Howard; Assistant, Joyce Fraser. SERVICES OFFERED: Off-the-line and off-the-air recordings and transcriptions for artists or agencies. Studio for auditions; facilities for dubbings.

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International Radio & Television Features

152 E. 53rd St., New York 22, N. Y. Phone, PLaza 5-5781. Jack Lloyd, Executive Director. SERVICES OFFERED: Production of live and transcribed package shows, musical jingles and spot announcements for radio and television.

•

Intercontinental Engineering Equipment Co.

101 Park Ave., New York 17, N. Y. Phone, CAledonia 5-7530. Mark E. Rosenstock, operator. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

•

International Radio

24 rue de la Faisanderie, Paris, France. Phone, Passy 4635. President, Philippe Lefebure; Vice-Presidents, Henry S. White, Thomas Ringwood, Oliver D'Horrer. SERVICES OFFERED: Electrical transcriptions in French, English and Spanish for commercial radio stations in Europe, South America and the United States.

Harry Jacobs Productions

8820 Sunset Blvd., Hollywood 46, Calif. Phone, CRestview 5-2871. President, Harry R. Jacobs; Sales Promotion Manager, Bernice Lawrence.

•

Jimmy Jones Recording Studios

(Affiliated with Carter Wright Radio Television Studios)

1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Jimmie M. Jones, Manager. SERVICES OFFERED: Professional, commercial, and home recordings. Complete broadcast facilities, recordings by air or direct line from Radio Central; specializing in re-recording and special effect records.

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. Edwin H. Kasper, President-Production Director; Aaron S. Bloom, Treasurer-Commercial Dept.; Robert W. Graham, Office Mgr.; Foorst L. Bishop, Chief Engineer; Richard T. Hutchinson, Asst. Engineer; Vernon W. Rich, Scripts, Production. SERVICES OFFERED: Complete recording facilities, studio and remote; airchecks; talent; live and custom-built transcribed programs; syndicated programs; library service; scripts; originators of transcribed musical spots (jingles); manufacturers transcription playback machine (portable).

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Kermit-Raymond Corporation

8 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers.)

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Keystone Broadcasting System, Inc.

580 Fifth Avenue
New York 19, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President.....Michael M. Sillerman
Vice-President.....Arthur Wolf
Vice-President.....William Wolf
Vice-President.....Naylor Rogers
Vice-President.....Mort Adams
Secretary-Treasurer.....Sidney J. Wolf
Assistant Treasurer.....Joseph Bayer

Offices

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Phone, LOngacre 3-2221
Pres. & Gen. Mgr...Michael M. Sillerman



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- Air check service
- Processing and pressing
- Remote recording service
- Wire recording
- Disc recording

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- Speech input equipment
- Amplifiers—Equalizers
- Portable AC-DC transcription players
- Complete recording and transcription equipment and installation

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Vice-Pres. & Director of Station Relations.....Mort Adams
Mgr. of Sta. Relations..James P. Lappin
Sales & Promotion Consultant .....Alvin Austin
Statistician .....Melvin G. Marden
Office Manager.....Rosita Seale
Account Executive.....Albert F. Dykes
Account Executive.....Noel A. Rhys
134 North La Salle St.
Chicago 2, Ill.
Phone, State 4590
Secretary-Treasurer.....Sidney J. Wolf
Accountant and Office Manager .....Elizabeth M. Mueller
Vice-Pres. & Western Sales Manager.....Naylor Rogers
310 Citizens Building
Cleveland 14, Ohio
Phone, Cherry 4050
Mid-Western Sales...Louis M. Bloch, Jr.
6331 Hollywood Blvd.
Hollywood 28, Calif.
Phone, Hollywood 5338
Program Director.....Elaine N. Gonda
Pacific Coast Sales....Ralph W. Harker

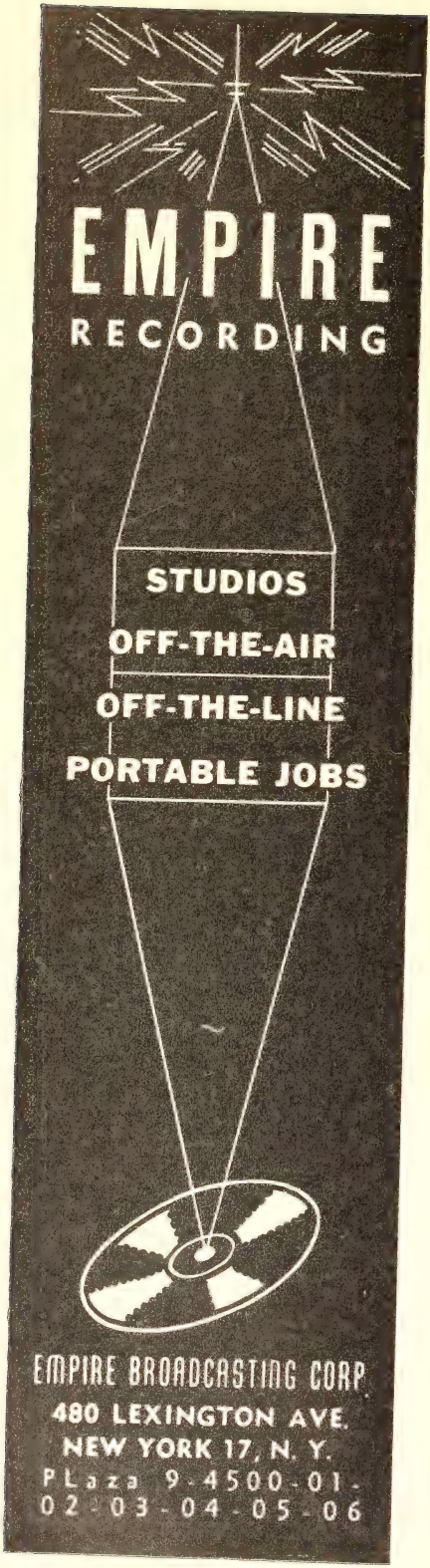
SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering beyond-Metropolitan markets from coast-to-coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 230 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week filling 2 hours per day, seven days each week, to a total of 14 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the beyond-Metropolitan markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

•

The W. E. Long Company

155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. E. J. Sperry, Dir. of Radio; C. T. Sweeney, Office Mgr.; H. Gingrich, Copy Chief; R. S. Graham, Supervisor Syndicated Transcriptions.





• • • TRANSCRIPTIONS • • •

SERVICES OFFERED: Transcribed radio shows, musical library, script shows.

•

C. P. MacGregor

729 S. Western Ave., Hollywood 5, Calif. Phone, FItzroy 4191. C. P. MacGregor, President; F. J. Rudolph, Sales Manager; George R. Jones, Office Manager; Victor Quan, Production Manager. (For detailed information see listing under Program Producers.)

•

The Ted Mack Company

4 E. 53rd St., New York 22, N. Y. Phone, Plaza 5-3285-6-7. Owner-Manager, Ted Mack; Associate, Arnold Rittenberg; General Sales Manager, Vernon B. Gray; Writers, Virginia McGlynn, Elliott Curtis; Producers, Ted Mack, Paul La Porte; Musical Director, John Gart. BRANCH OFFICE: 22 Huron St., Toledo, Ohio, Phone, Main 1863, Paul Spor, Ohio Rep. SERVICES OFFERED: Novelty spot announcements. Transcribed: dramatic, strip, musical and variety shows. Scripts and ideas submitted to conform with any specified requirements.

•

McDonald Recording & Engineering Service

415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 0302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. SERVICES OFFERED: Recording, transcriptions, air-checks, recording studios.

•

Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DElaware 4786. Owner, Jack Brinkley; Studio Manager, Maxine M. Brinkley. SERVICES OFFERED: Commercial and private transcriptions and recordings for audition and broadcast.

•

Charles Michelson Radio Transcriptions

67 West 44th St., New York 18, N. Y. Phone, MUrray Hill 2-3376. President, Charles Michelson; Vice-President, V. D. Michelson; Secretary, A. Michelson; Casting Diretcor, Gilbert Braun. Branch Offices: 1328 Chestnut St., Philadelphia, Pa., Phone, Pennypacker 7851, Travis D. Grouchy, Mgr.; 615 Deleon St., Tampa, Fla., Phone, M-5763, Windsor Bliss, Mgr.; 79 E. State St., Columbus, Ohio, Phone, Adams 4116, Ralph S. McFeely, Mgr.; 1344 S. Flower St., Los Angeles, Calif.,

Phone, Prsopect 2035, Philip Johnson, Mgr.; South First & "B" Sts., Richmond, Ind., Phone, 1117, Harry Gennett, Jr., Mgr. SERVICES OFFERED: Open end transcribed feature program series, live network shows, porto-playback transcribed machines, Gennett & Speedy sound effect record libraries.

•

Les Mitchel Productions, Inc.

8853 Beverly Blvd., Hollywood 36, Calif. Phone, CRestview 1-5275. President, Les Mitchel; Secty. & Treas., G. Madelon Mitchel; Vice-Pres., O. J. Neuwerth. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

•

Morton Radio Productions

360 No. Michigan Ave., Chicago 1, Ill. Phone, Central 4144. President, Morton Jacobson; Sales Promotion, Ruthe Miller. SERVICES OFFERED: Producers of transcribed and live talent programs.

•

Carlton E. Morse Productions

1500 Vine St., Hollywood 28, Calif. Owner, Carlton E. Morse. SERVICES OFFERED: Transcription service.

•

Muzak Corporation

151 West 46th St., New York 19, N. Y. Phone, BRyant 9-1246. Harry E. Houghton, President & Chairman of Board; K. R. Smith, Vice-Pres. & Gen. Mgr.; John R. Andrus, Vice-Pres. & Treas. SERVICES OFFERED: Recording and manufacturing of electrical transcriptions for phonograph records.

•

National Radio Features

100 State Street, Albany 7, N. Y. Phone, 4-8226, 2-7854. General Manager, Allen I. Stock; Wilbur Smith, District Manager; Publicity Manager, Ruth Pearl. SERVICES OFFERED: Special promotions and campaigns for radio stations with specially produced radio shows, and constructive ideas for selling unused time to merchants, industrial and professional business firms, who ordinarily never use radio, or buy time from their immediate station. "Veteran of Victory" is the new production feature which is of half hour

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•

National Recording & Film Corporation

(Richard Bradley & Associates)

188 West Randolph St., Chicago 1, Ill. Phone, Randolph 9697. Richard Bradley, President; Benjamin Tunick, Secretary-Treasurer; Evelyn Braus, Talent-Adv.; Leo Rabins, Office Manager. SERVICES OFFERED: Radio productions, promotion and publicity, spot announcements.

•

NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, Henry P. Hayes; Thesaurus and Syndicated Sales Manager, Willis B. Parsons; Advertising and Promotion Director, William R. Seth; Recording Sales Manager, Charles G. Hicks, Jr.; Program Manager, H. H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George C. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Manager, Oscar C. Turner; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Robert Z. Morrison; Taylor and O'Farrell Sts., San Francisco, Calif. Phone Graystone 8700. Manager, William J. Andrews. SERVICES OFFERED: NBC THESAURUS (musical program service); NBC SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows, etc.); NBC CUSTOM-BUILT PROGRAMS (for regional and national spot advertisers); Reference, audition or off-the-line recording for advertisers, agencies or talent, NBC Orthacoustic transcriptions.

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Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

•

Premier Radio Enterprises, Inc.

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Dealoge, President and Treasurer; John G. Cella, Vice-President; Wilson Dalzell, Secretary and Assistant Treasurer. SERVICES OFFERED: Producing and recording of custom-built transcriptions and phonograph records.

•

Press Association, Inc.

(A. P. Radio Productions)

50 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 7-7363. William J. McCambridge, General Manager; Oliver Gramling, Assistant General Manager; Paul Girard, Executive Producer; Alexander Leftwich, Jr., Director. BRANCH OFFICES: Offices in 100 principal cities. SERVICES OFFERED: Network, Local and transcribed programs.

•

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. George Logan Price, President; S. M. Lauch, Sales Manager. SERVICES OFFERED: Transcribed shows, custom-tailored scripts, casting, production, commercials.

•

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Oliver W. Nicoll, Executive Director; Sandra Munsell, Associate Dir. Representative: Radio Transcriptions, Ltd., 84 Hallam St., London, W. 1. SERVICES OFFERED: Program production and consultation, package shows, syndicated transcriptions, scripts, talent.

•

Radio Producers of Hollywood

1651 Cosmo, Hollywood 8, Calif. Phone, Hollywood 8318. Lou R. Winston, Owner-General Manager; Phyllis Fox, Station Relations. SERVICES OFFERED: Open end transcribed feature programs. Syndicated and package programs.

•

Radio Recording Studios

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings, air-checks.

•

RCA-Victor Division, Radio Corporation of America

155 East 24th St., New York 10, N. Y. Phone, MUrray Hill 4-6200. James P. Davis, Mgr.-Custom Recording Dept.; Marjorie B. Tahaney, Studio & Recording Service; Walter S. Heebner, Mgr.-Custom Recording Dept. — Hollywood. Branch Offices: 445 N. Lake Shore Drive, Chicago, Ill. Phone, Whitehall 4-4600; Manager, A. E. Hindle; 1016 N. Sycamore Ave., Hollywood, Calif. Manager, W. Arthur Rush, Front & Cooper Sts., Camden, N. J. Phone, Camden 8000. SERVICES OFFERED: Slide Film Recording.

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Reeves Sound Studios, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-6686. President, Hazard E. Reeves; Chief Engineer, Lyman J. Wiggin; General Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, W. R. Hicks, Charles Campbell, Albert Gramaglia. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, location recording, film synchronizing, complete film recording services.

•

Rockhill Radio

18 East 50th St., New York 22, N. Y. Phone, Eldorado 5-1860. Stanley J. Wolf, President; Everett Rosenthal, Recording Manager. SERVICES OFFERED: Recording facilities of all kinds. Studio and off-the-line work a specialty.

•

G. Schirmer, Inc.

3 East 43rd St., New York 17, N. Y. Phone, MUrray Hill 2-8100. President, Gustave Schirmer; Secretary, Helen Fitzpatrick; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, William J. Coburn; Accompanist-Coach, Ruth E. Baldwin. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

•

Sellers Company

912 Commerce St., Dallas 2, Texas. Phone, C-5978. J. E. Sellers, Manager. SERVICES OFFERED: Produce and transcribe programs, sell recorded musical Hillbilly selections for library use.

•

Service Programs

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3489. (For detailed information see listing under Program Producers).

•

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y. Phone, Murray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary - Treasurer. SERVICES OFFERED: Licensing the use of copyrighted music, transcription library, syndicated transcribed tailor-made programs for advertisers.

•

Shaffer-Waible, Inc.

270 Park Ave., New York 17, N. Y. Phone, PLaza 8-0344. Partner, Lloyd Shaffer; Partner, Fred Waible. SERVICES OFFERED: (For detailed information, see listing under Program Producers).

•

Harry Smith Recordings

113 W. 57th St., New York 19, N. Y. Phone, CIrcle 6-0141. Owner-Recording Engineer, Harry Smith. SERVICES OFFERED: Studio recordings, transcriptions, spots, mastering and phonograph records.

•

Sound Recording Service

76 Brookwood Rd., Rochester 10, N. Y. Phone, Culver 5548. Manager, George S. Driscoll. SERVICES OFFERED: Broadcast and audition recordings and transcriptions, air-checks.

•

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. Robert J. Coar, President. SERVICES OFFERED: Producers of custom built transcriptions; complete Washington studio service for out of town radio stations.

•

Standard Radio Transcription Services, Inc.

6404 Hollywood Blvd., Hollywood 28, Calif. Phone, HIllside 0188. President, Gerald King; Production Manager, Jack Richardson. Branch Offices: 360 No. Michigan Avenue, Chicago, Ill. Phone, State 3153. Vice-Pres., M. M. Blink, Gus Hagenah, John Devine, Sales. 1 E. 54th St., New York, N. Y. Phone, PLaza 3-6690. Alex Sherwood, Sales Manager, Burt Squire, Sales. Wilson Bldg., Phone, Taylor 2235, Dallas, Texas. Manager, Herbert Denny. SERVICES OFFERED: Transcription library, sound effects library, mood music library, industrial music library and wired services music.

Stock-Rich Productions

119 West 57th St., New York 19, N. Y. Phone, COlumbus 5-6908. Alexander Stock, President; Jacob Rich, Vice-Pres. SERVICES OFFERED: Reference recording, off-the-air recording, electrical transcriptions, mastering.

•

Studio & Artists Recorder

6107 Sunset Blvd., Hollywood 28, Calif. Phone, HIllside 8241. General Manager, Mack Finston; Chief Engineer, William Robinson; Assistant Engineer, Lewis Brown; Assistant Manager, Skip Hannford. SERVICES OFFERED: All kinds of recordings; masters, for broadcasting; commercial records; air checks; dubbings; transcriptions, etc.

•

Syndicated Radio Productions

800 So. Normandie Ave., Los Angeles 5, Calif. Phone, Drexel 6652. Richard E. Gresham, Managing Director. SERVICES OFFERED: Syndicated transcribed package shows from 5 mins. to half hour with from 13 to 450 episodes.

•

L. S. Toogood Recording Co.

221 N. La Salle St., Chicago 1, Ill. Phone, CEntral 5275. President, L. S. Toogood; Secretary, Lillian Misner. SERVICES OFFERED: Manufacture of electrical transcriptions.

•

Transcribed Radio Shows

2 West 47th St., New York 19, N. Y. Phone, LOngacre 5-3440. M. E. Moore, President; B. Crane, General Manager; Buddy Moore, Assistant to President. SERVICES OFFERED: Custom built radio programs, spots and jingles. Syndicated shows for any sponsor available.

•

Transcription Sales, Inc.

117 W. High St., Springfield, Ohio. Phone, 2-4974. J. P. Williams, President; Lin Mason, Vice-President. SERVICES OFFERED: Transcribed programs; series of open-end shows.

•

United Broadcasting Co.

64 East Lake St., Chicago, Ill. Phone, FRanklin 6001. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Matthew Hoffman. SERVICES OFFERED: Transcriptions, studio program production, off-the-air and off-the-line recordings, spot announcement service, mobile recordings. Wire recorder, recording of masters for orchestra and phonograph records.

•

United Transcribed System

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, George W. Halan. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

•

Universal Radio Sales

730 Fifth Ave., New York 19, N. Y. Phone, CIrcle 5-7447. President, Wesley I. Dumm; Vice-President, George E. Hughes; Eastern Sales Mgr., Richard Nicholls. Branch Offices: 360 No. Michigan Ave., Chicago 1, Ill., Phone, Central 6815, Ray Linton, Central Sales Mgr.; 1 Nob Hill Circle, San Francisco 6, Calif., Phone, Exbrook 4567, Barry Keit, Sales Mgr.; 6757 Hollywood Blvd., Hollywood 28, Calif., Phone, Hollywood 8282, John Gordon, Sales Mgr.; Fourth & Pike Sts., Seattle, Wash., Phone, Seneca 1000, Rod McArdle, Sales Mgr. SERVICES OFFERED: Exclusive representatives of Universal Radio Productions of Hollywood, Inc.; sales and distribution of selected transcribed syndicated features.

•

Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-4675-6. Thomas J. Valentino, Production Mgr.; Elsie G. Valentino, Secretary; Michael T. Valentino, Director. SERVICES OFFERED: Manufacturer of sound effects records, processing and pressing of vinylite records, 10 in. and 12 in. Transcription service.

Webber Radio Programs

401 Shpos Bldg., Des Moines 9, Ia. Phone, Des Moines 2-0225, 2-0226. Owner-Manager, George W. Webber. SERVICES OFFERED: Transcriptions and production service. Recording Studios.

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World Broadcasting System, Inc.

(Subsidiary of Decca Records, Inc.)

711 Fifth Ave., New York 22, N. Y. Phone, WIckersham 2-2100. (For detailed information see listing under Program Producers.)

•

Carter Wright Radio Television Productions

1707 N. Hudson Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Onwer; Jimmy Royce, Business Manager. SERVICES OFFERED: Transcriptions.

•

Frederic W. Ziv, Inc.

1529 Madison Road, Cincinnati 6, Ohio. Phone, PLaza 1323. Frederic W. Ziv, Partner; M. R. Ziv, Partner. Branch Offices: 501 Madison Ave., New York, N. Y. Phone, PLaza 3-9612. John L. Sinn, Partner. 1001 Taft Bldg., Hollywood, Calif. Phone, Hempstead 3248. N. L. Rogers, Manager. 203 N. Wabash Ave., Chicago, Ill. Alvin E. Unger, Mgr. SERVICES OFFERED: Network and transcribed programs.

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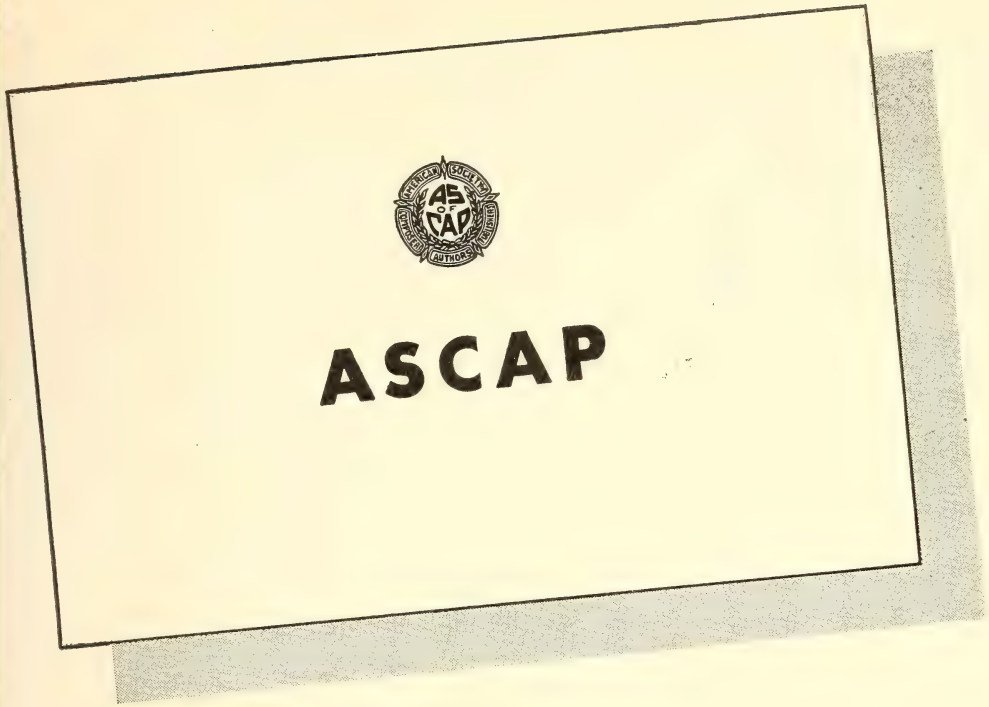
The Karl Zomar Library

P. O. Box 417, 546 Emerson St., Denver 1, Colo. Phone, PEarl 4811. Director, Karl Zomar; Station Contact Secty., Vera Burdette; Script Editor, Karl Zomar, Jr.; Recording Engineer, Glen James. SERVICES OFFERED: Scripts and transcriptions. Specializing in one-man shows; quiz shows. Recording studio for special productions to order or off-the-air recordings.

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By JOHN G. PAINE

General Manager, American Society of Composers, Authors and Publishers

THE American Society of Composers, Authors and Publishers is the principal performing right society in the United States. An unincorporated, non-profit, voluntary association, the Society now boasts 1,814 authors and composers and 283 publishers; 112 new writers and publishers became active members during the past year.

The Index Department of the Society is preparing a catalog of the serious music in the repertoire, especially annoated for the use of the symphonic, concert and recital field. This catalog shuold be ready sometime soon after the new year.

•

An American biographical dictionary of authors, composers and publishers will be published by the Thomas Crowell Publishing Company. This dictionary will contain definitive biographies of the roster of the Society's membership.

In October ASCAP was host to the Confederation Internationale des Societes d'Auteurs et Compositeurs. The Confederation, an international copyright organization, held a special congress from October 21st to October 26th at the Library of Congress in Washington. D. C. Delegates from 22 nations attended this United Nations of creative men and women.

•

The following are the officers of the Society: Deems Taylor, President; Gustave Schirmer, Vice-President; Oscar Hammerstein II, Vice-President; George W. Meyer, Secretary; J. J. Bregman, Treasurer; Donald Gray, Assistant Secretary; Ray Henderson, Assistant Treasurer; Schwartz & Frohlich, General Counsel.

The twenty-four directors are: Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul Bornstein, J. J. Bregman, Gene Buck, Frank H. Connor, Paul Cunningham, Max Dreyfus, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, George W. Meyer, Jack Mills, John O'Connor, Abe Olman, Edgar Leslie, Lester Santly, Gustave Schirmer, Herman Starr, Deems Taylor.

•

The administrative officers are John G. Paine, general manager; Herman Greenberg and Richard F. Murray, assistant general managers; George A. Hoffman, controller; Richard F. Frohlich, director of public and customer relations; Herman Finkelstein, resident counsel.

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By GRETL URBAN

Vice-President and Manager of Music Department

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AP

BROADCAST MUSIC, INC.

By M. E. TOMPKINS

Vice-President and General Manager

WHILE the nation's broadcasters are fully aware of Broadcast Music, Inc. and its concerted efforts to maintain efficient and progressive service to radio through its facilities in the licensing of performance rights in music, it is both timely and appropriate to consider the varied activities of BMI from the viewpoint of more than six full years of operation.

From its very inception the growth of BMI, which has had the full support of the broadcasting industry, has kept pace with the general expansion of the industry. All but a handful of the broadcasting stations in the United States and Canada today (1,366 as of January 15) as well as all national and regional networks are licensees of BMI, and all of them make a very substantial use of the BMI music repertoire.

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Of the total number of licensees, 829 are stations affiliated with a national network, 348 are independent stations, 99 are F-M and shortwave broadcasters, and the remaining 90 are Canadian stations.

To these licensees, a figure, incidentally, which is current but which is steadily increasing, BMI extends a multitude of special services not limited merely to the granting of performance rights only. It distributes to licensees, without costs, a variety of sheet music and recordings which consitute a valuable portion of any station's music library. It furnishes script services adapted to the specific needs of broadcasting stations, and regularly makes available to its licensees a wide range of helpful information pertaining to better musical programming.

Bulletins are sent periodically listing vital changes in the basic BMI catalog so that stations are always aware of music available to them under their BMI license.

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An experienced staff of field representatives, specially trained radio men, are constantly visiting the stations with helpful suggestions for better programming and continually gathering opinions and suggestions from station men in order to make possible even better progress in BMI's service.

Many other special services provided by BMI are all designed to aid program and production men, music directors, librarians and every activity of the broadcasting station concerned with the use of music. The BMI monthly Pin-Up Sheet of Hit Tunes, Disc Data, Music Memo, Holiday Music bulletins, Record Index and monthly News Letters which reach the broadcaster regularly comprise an integral part of this overall service to the industry.

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In the field of educational and standard music, BMI is consistently building, through its own publications and those of its affiliate publishers, an extensive and valuable library of distinctive music which will never be out of public favor.

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Singer, Murray Music Publishing Co.
Singmore Music Publishers
Skylark Songs
Smith, Jerry
Society Of Jewish Composers, Publishers and Songwriters
Song Shop, The
Song-Tex Music Company
Sons Music Pub. Co.
Standard Publications
Stark Music Printing Company
Starlight Music Company
Steele, Ted Publishing Co.
Stern, Jos. W., & Co.
Steven, Arthur Publications
Stover Music Company
Stratton, A. D., Music Co.
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Sun Ray Music Publishers
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By PAUL HEINECKE
President

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Radio Artists

★ —their work during 1946 ★

— A —

ABBOTT, BUD
(Abbott, William); Actor; b. Asbury Park, N. J., Oct. 2, 1898; Abbott & Costello Show (NBC).

ABBOTT, JUDY
NBC—Aldrich Family

ACE, GOODMAN
Easy Aces

ACE, JANE
Easy Aces

ADAIR, JEAN
ABC—Theater Guild

ADAMS, BILL
ABC—Fishing & Hunting Club of the Air

ADAMS, FRANKLIN P.
NBC—Information Please

ADAMS, MASON
ABC—Jones & I, My True Story

ADAMS, VIRGINIA
ABC—My True Story

ALEXANDER, BEN
(Alexander, Benton Nicholas); Radio actor, MC; b. Goldfield, Nev., May 26, 1911; Univ. Calif.; MC, Heart's Desire (MBS-Don Lee); Baby Snooks Show (CBS)

ALEXANDER, JACK
KTUL, Tulsa, Okla.
Do You Believe in Ghosts

ALEXANDER, JOAN
ABC—My True Story, Hiroshima
CBS—The Second Mrs. Burton, Lone Journey

ALEXANDER, LOIS
MBS, Superman

ALEY, ALBERT
ABC—My True Story, Hop Harrigan
MBS—Hop Harrigan

ALLEN, ARTHUR
ABC—Theater Guild

ALLEN, CASEY
ABC, My True Story

ALLEN, CHARME
CBS, David Harum

ALLEN, ELLA
KFPW, Fort Smith, Ark.
Children's Corner

ALLEN, FRED
(Sullivan, John Florence); Comedian; b. Cambridge, Mass., May 31, 1894; Fred Allen Show (NBC)

ALLEN, GRACE
(Burns, Mrs. George); Comedienne; b. San Francisco, Calif., Secretarial Schools in N. Y.; Maxwell House Coffee Time (NBC)

ALLEN, LIZA
ABC, My True Story

ALLEN, VERA
ABC—My True Story

ALLENBY, PEGGY
ABC—My True Story, Powers Charm School of the Air

ALLMAN, ELVIA
(Bayler, Elvia A.); Radio actress; b. Near Raleigh, N. C.; Academy of Mary Immaculate; Fine Arts-Mary Agnes Doyle, Chicago, Ill.; Blondie; Glamour Manor; Alan Young; Jack Benny; Moore & Durante; Maisie

AMECHE, DON
NBC—The Drene Show

AMECHE, JIM
MBS—Love Story Theater

AMES, MARLENE
CBS, That's Finnegan

AMSTERDAM, MOREY
ABC—Morey Amsterdam, Here's Morgan

ANDERSON, BARBARA
ABC—My True Story

ANDERSON, DAVID
ABC—My True Story

ANDERSON, KATHERINE
ABC—My True Story

ANDREWS, CAMERSON
ABC—My True Story

ANSON, BILL
MC, disc jockey; b. Chicago, Ill., Nov. 15, 1909; Chicago Art Inst.; Hollywood Bandstand (KFWB)

ANTHONY, JOHN
ABC—My True Story

APPELL, DON
ABC—My True Story

ARCHER, RICHARD
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

ARDEN, EVE
NBC—Sealtest Village Store

ARNALL, CURTIS
ABC—My True Story

ARNOLD, EDDY
MBS—Checkerboard Jamboree

ARNOLD, EDITH
CBS—Crime Doctor

ARNOLD, GENE
KVOO, Tulsa, Okla.
Neighbor Anthony

ARQUETTE, CLIFF
ABC—Glamour Manor

ARTIST, MICHAEL
ABC—My True Story

ASCOT, RITA
CBS—Ma Perkins

ASTAIRE, LILYAN JONES
ABC—My True Story

AUDLEY, ELEANOR
ABC—My True Story

AUERBACH, ARTIE
NBC—The Jack Benny Show

AUTRY, GENE
CBS—Gene Autry Show

— B —

BACHELDOR, PHYLLIS
WCMW, Canton, O.
Living Fiction

BAER, PARLEY
KSL, Salt Lake City, Utah
Bates Boys

BACKUS, JIM
Actor; b. Cleveland, O., Feb. 25, 1913; Ky. Mil. Acad.; Hubert Updike III on The Alan Young Show (NBC); "Stooge" for Burns & Allen; Eddie Cantor; Danny Kaye; etc. Appeared on about 6,000 broadcasts.

BAILEY, JACK
(Wesley, John III); MC; b. Hampton, Iowa; Pillsbury Mil. Acad.; Drake Univ.; Potluck Party; Meet the Missus (CBS); Duffy's Tavern; Ozzie & Harriet; Queen for a Day, etc.

BAIN, DONALD
ABC—Theater Guild, My True Story, Ladies Be Seated

BAINBRIDGE, JOHN
KFMB, San Diego, Calif.
Broad Horizons

BAKER, PHIL
CBS—Take It Or Leave It

BAKER, KENNY
ABC—Glamour Manor

BALLARD, FRANCIS
WSLS, Roanoke, Va.

BALLARD, SHIRLEY
ABC—Powers Charm School of the Air, Walter Winchell, Breakfast Club

BANKS, JOAN
ABC—My True Story
CBS—Young Dr. Malone

BANNON, JIM
CBS—Eddie Bracken Show

BARKER, BRAD
ABC—Theater Guild, My True Story

BARNEY, MARION
CBS—Rosemary

BARNEY, MARY FRANCES
WBEN, Buffalo, N. Y.
WBEN Theater, Victory Over Handicaps

BARRON, FRED
ABC, My True Story

BARRY, JACK
MBS, Juvenile Jury

BARRYMORE, LIONEL
CBS, Mayor of the Town
Adventures in Our Town

BARTON, JOAN
NBC, Meet Me at Parky's

BASQUETTE, JIM
NBC—Amos 'n' Andy

BAUER, CHARITA
ABC—My True Story
CBS—Rose of My Dreams

BAUGHMAN, ELMER
WFAA, Dallas, Tex.
Homer K. Saphead

BAYAN, ADRIENNE
MBS—Real Stories from Real Life

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This is the first of a series of messages to put complimentary and congratulatory trade advertising to fuller constructive use—for the advancement of the entertainment industry by bettering the opportunities of its lesser-known but highly talented members.

Ezra Stone
NBC—NEW YORK

Here are four men you might like to know more about.
They are men of outstanding and varied abilities.

Some of them you undoubtedly know but it may not have occurred to you that they are back in show business . . . after prolonged engagements of GI business.

Some may be entirely new faces to you but all possess talents for which you search at various times.

All of them are not "At Liberty."

Most of them lost no time in swinging back into civilian action.

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RICHARD S. BURDICK

Writer-director; radio, stage
2780 Filbert Street, San Francisco 23, Calif.

Here is a talented writer who's versatile. (Too many writers are just mediocre in various fields.) Successfully marketed everything from lowdown nite-club material, complete with special songs and lyrics, to upper case radio scripts for COLUMBIA WORKSHOP.

Has written over 1000 broadcasts embracing every type: dramatic, variety, documentary, comedy, musical; produced on all major networks.

Enlisted in the Army just about the time Mr. Stimson was scouring the War Department attic for that gold fish bowl. There he wrote and directed the first original full-length musical comedy of World War II.

He was then ordered to create dialogue sequences for both the stage and screen versions of "THIS IS THE ARMY"; followed in rapid succession with "AT YOUR SERVICE," "BONDS AWAY" and "YOU BET YOUR LIFE."

Currently Production Manager of station KSFO in San Francisco but does plenty of national free-lance work on the side. Remember the name RICHARD S. BURDICK. You'll see and hear it often.

JOSEPH TOMES

Actor, narrator, announcer
610 West 155th Street, New York, N. Y.
LExington 2-1100 (AEA—AFRA—SAG)

His outstanding features are his faultless comedy sense, his superb resonant voice and his impressive height, 6'3".

First appeared in New York as "Gregory" in Laurence Olivier's then unappreciated production of "ROMEO AND JULIET." Several seasons of summer stock and Los Angeles Federal Theatre, playing leads and supporting roles, comedy and dramatic, in modern and costume pieces.

Radio and television stations WGXAO, KWID, KGFJ, KFI, have all used his acting, announcing and narrating talents.

Columbia Pictures mugged him in "SHADOWS IN THE NIGHT." So did two AAF training films.

Saw 37 months' military service, a good hunk of it in the Philippines and Japan, with the 5th Air Force. His efficiency and dependability won for him a Staff Sergeancy. For a while Tomes was even top kick of his outfit.

But don't hold that against him, for even then he was only acting a jawbone 1st Sergeant.

Currently featured as regular narrator and actor on NBC's "VOICE OF THE ARMY."

JERRY JAROSLOW

Actor (character juvenile), variety entertainer
374 State Street, Brooklyn 2, N. Y.
CUmberland 6-8114 (AEA—AGVA)

A very funny fellow on a night club floor, musical or revue stage. Has been said he's a young Bobby Clark, Groucho Marx, Frank Morgan and Danny Kaye rolled into one. But he rolls his own . . . into the nearest aisle.

Appeared in several intimate revues: "TIDBITS OF '46," "FUN WITH MUSIC," "KEYNOTES OF UNITY" . . . and will gladly forgive you for not remembering them.

Has had his share of straight and comedy roles in sundry stock ventures, particularly outstanding in the HOLLYWOOD ACTOR'S LAB, production of IRWIN SHAW'S "THE SHY AND LONELY."

In the Army he was engaged in "THIS IS THE ARMY," "AT YOUR SERVICE," "FLYING VARIETIES" and a number of Training Films for the FIRST MOTION PICTURE UNIT. Without prejudice to his talent, he also had numerous tours of CQ, KP and guard duty.

Jaroslow is currently emceeing and entertaining in a New York basement bistro where business is worse than the liquor. (Such a thing is possible!)

He calls the spot: "The well of loneliness!"

LEWIS FISHER

Radio producer, announcer
356 East 57th Street, New York, N. Y.
PLaza 5-2649 (AFRA)

He left a staff announcing job on WCAU in Philadelphia in 1940 to swab decks for the Navy. His rise from Midshipman to Lieutenant-Commander is typical of his drive and capabilities.

He pitched and tossed on the first Murmansk convoy runs; got into the African invasions and then transferred to the Pacific in time for the hot Kamikaze stuff.

His executive efficiency as a top signal officer earned him a promotion as Flag Secretary to the Admiral commanding the 16th Cruiser Division.

His distinguished voice has repeatedly sparked the PARAMOUNT NEWSREEL as a narrator. He's also been well received in sundry free lance radio chores.

It took the Navy, a beautiful wife and considerable fortitude to resist the temptation of locating permanently in Philadelphia. Instead of resuming his old WCAU job (CBS key affiliate) he took a staff announcing assignment in New York and hung out his shingle for free lance work.

This guy is so dynamic he even found an apartment in Manhattan!

**MR. JONES . . . THE MAN OR WOMAN WHO BUYS TALENT*

BECK, JACKSON
MBS—Superman, Philip Morris

BEEMER, BRACE
ABC—Lone Ranger

BEGLEY, ED
(Begley, Edward J.); Actor; b. Hartford, Conn., March 25, 1901; St. Patrick Parochial Sch.; Will Brown on Aldrich Family; Sgt. O'Hara on Fat Man; Pete Stone on Big Sister; Francis Hayfield on Myrt & Madge; Dr. Mildermaul on Joyce Jordan; Charlie Chan on Adventures of Charlie Chan

BEGLEY, MARTIN
ABC—Fishing & Hunting Club of the Air, My True Story

BEHRENS, FRANK
NBC—Lorenzo Jones, Home Is What You Make It

BELL, JOSEPH
ABC—My True Story, Sherlock Holmes

BELL, ORTH
KFH, Wichita, Kans.
Morning Merry-Go-Round

BELL, RALPH
ABC—My True Story
CBS—The Strange Romance of Evelyn Winters

BENADARET, BEE
CBS—Mel Blanc Show

BENDER, DAWN
NBC—One Man's Family

BENNELL, FRAN
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

BENNY, JACK
(Kubelsky, Benjamin); Radio comedian; b. Chicago, Ill., Feb. 14, 1894; The Jack Benny Show (NBC)

BENDIX, WILLIAM
NBC—Life of Riley

BENSON, GRACE
NBC—Just Plain Bill

BENSON, ISLAY
ABC—The O'Neills

BENTLEY, SPENCER
ABC—The O'Neills

BERCH, JACK
ABC—The Jack Berch Show

BERGEN, EDGAR
(Bergen, Edgar John); Radio artist comedian, ventriloquist; b. Chicago, Ill., Feb. 16, 1903; Northwestern Univ., B.A.; Honorary M.A.; Charlie McCarthy Show (NBC)

BERGMAN, IRENE
WHBC, Canton, O.
Players' Guild

BERLE, MILTON
(Berlinger, Milton); Comedian; b. New York, N. Y., July 12, 1908; Milton Berle Show (CBS)

BERNARD, TOMMY
CBS—That's Finnegan

BERNER, SARA
CBS—Baby Snooks Show

BERRYMAN, ED
WMRP, Flint, Mich.

BERWIN, BERNICE
NBC—One Man's Family

BINYON, CONRAD
CBS—Mayor of the Town
NBC—One Man's Family, Smilin' Ed McConnell

BLACKBURN, ARLINE
NBC—Young Widder Brown, Backstage Wife

BLACKBURN, JOYCE
WMBI, Chicago, Ill.
Listening Post

BLAINE, MARTIN
CBS—Crime Doctor

BLAIR, ED
WAGC, Chattanooga, Tenn.

BLAIR, HENRY
CBS—Ozzie & Harriet
NBC—Masquerade

BLAIR, JIMMY
ABC—Musical Showcase, Jimmy Blair Show, Cliff Edwards Show

BLAKE, JUDY
MBS—Adventures of the Falcon

BLANC, MEL
Radio artist, Warner Bros. cartoons; b. San Francisco, Calif., May 30, 1908; The Mel Blanc Show (CBS); Jack Benny Show; Judy Canova Show; Burns & Allen Show; Bugs Bunny

BLANC, SHIRLEY
ABC—My True Story

BLOCK, MARTIN
NBC—Chesterfield Supper Club

BLOOMFIELD, MINA
WKLX, Lexington, Ky.
Lexington Air Theater

BOARDMAN, TRUE

BOGDEN, HILARY
WJAS, Pittsburgh, Pa.

BOGEL, CLAUS
WTOP, Washington, D. C.
The Factfinder

BOGUE, MERVYN
NBC—Kay Kyser's College of Musical Knowledge

BOLAND, JOSEPH
ABC—My True Story

BOLES, JIM
(Boles, James); Actor; b. Lubbock, Tex., Feb. 28, 1914; UCLA, Los Angeles City Coll; Board of Missing Heirs (ABC); Cities Service Highway in Melody (NBC); Outdoor Life Time (Recorded); Kate Smith Hour (CBS); Abe Lincoln in Ill.—Voice of America, U. S. State Dept.; Tennessee Jed (NBC)

BOOTH, ROBERT
WSM, Nashville, Tenn.

BORGE, VICTOR
NBC—Victor Borge Show

BOYER, JOHN
KTRB, Modesto, Calif.
Stanislaus Exposition

BRACKEN, EDDIE
CBS—Eddie Bracken Show

BRADLEY, CURLEY
MBS—Tom Mix

BRADLEY, MERLE
KMBC, Kansas City, Mo.
Joanne Taylor's Fashion Flashes

BRADY, LUCILLE
WBAP-KGKO, Fort Worth, Tex.
Your Story Parade

BRAHAM, HORACE
ABC—My True Story, Theater Guild

BRAZUR, BURT
ABC—My True Story

BREMNER, MURIEL
NBC—Woman in White

BRENEMAN, TOM
Radio artist, MC; b. Waynesboro, Pa., June 18, 1902; Columbia Univ.; Keith, Balaban & Katz vaud. circuits; KFWB, Hollywood; Managed San Francsco CBS station, KFAC, KFVD, Los Angeles; Feminine Fancies; The Sports Huddle, What's On Your Mind, Launched Breakfast at Sardi's, Jan. '41. Purchased own restaurant from which Breakfast in Hollywood emanates.

BREWSTER, JOHN
ABC—My True Story

BRICE, FANNIE
CBS—Baby Snooks Show

BRIGGS, DONALD
CBS—Perry Mason

BRODY, STEVE
ABC—Murder at Midnight

BROKENSHIRE, NORMAN
ABC—Theater Guild

BROOKS, LARRY
MBS—Passport to Romance

BROWN, JOHN
NBC—Life of Riley, A Date With Judy
CBS—Ozzie & Harriet

BROWN, FRANK R.
Hollywood Chatterbox, Moments That Made History
Step Out Tonight.

BROWN, JOHN MASON
CBS—Of Men & Books

BROWN, T.
WBRC, Birmingham, Ala.
Good Morning Ladies

BROWNING, ETHEL
ABC—My True Story

BRUCE, DALTON
KRIG, Odessa, Tex.
Home Town

BRUCE, EDWIN
ABC—My True Story, The Sheriff

BRUCE, NIGEL
ABC—Sherlock Holmes

BRUMETTE, ED
WKLX, Lexington, Ky.
Lexington Air Theater

BRUSH, MARTHA
WSM, Nashville, Tenn.

BRYAN, ARTHUR Q.
Actor; b. Brooklyn, N. Y., May 8, 1899; Doc Gamble on Fibber McGee & Molly; Floyd the Barber on The Great Gildersleeve.

BUCKLEY, FLOYD
NBC—The Aldrich Family

BUKA, DONALD
ABC—Theater Guild

BUNCE, ALAN
ABC—Ethel & Albert, My True Story

BURKE, GEORGIA
ABC—My True Story

BURKE, JAMES
CBS—Rose of My Dreams

BURLEN, MARGARET
ABC—My True Story

fred allen

VICTOR BORGE

VICTOR BORGE SHOW
9:30 Monday Night
WNBC—NBC

CONCERTS
★
COLUMBIA RECORDS

BURNS, BOB
Comedian; b. Van Buren, Ark., Aug. 2, 1896; The Bob Burns Show (NBC)

BURNS, GEORGE
Comedian; b. New York, N. Y.; Maxwell House Coffee Time (NBC)

BURY, CHESTER
WSBC, Chicago, Ill.
Polish Poppies Program
BUSHMAN, FRANCIS X.
NBC—Masquerade
BUTLER, FRANK
ABC—My True Story

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.
Sugar-Loaf Mountain
CAGNEY, JEANNE
ABC—My True Story
CAMARGO, RALPH
ABC—To Live in Peace, My True Story
CAMPBELL, ANN
MBS—True Confessions

CAMPBELL, PATSY
Actress; . Chicago, Ill.; Aldrich Family; Armstrong Theater of Today; McGarry and His Mouse; House in the Country; Your FBI; Molle Mystery

CANADAY, MIRON
WMBI, Chicago, Ill.
Continued Story Reading
CANDIDO, CANDY
CBS—Durante & Moore
CANTOR, CHARLES
ABC—Radio Hall of Fame

CANTOR, EDDIE
Comedian; b. New York, N. Y., Jan. 31, 1893; Pabst Blue Ribbon Show

CANOVA, JUDY
(England, Mrs. Chester); Radio comedienne; b. Jacksonville, Fla., Nov. 20, 1916; Cincinnati Conservatory of Music; The Judy Canova Show (NBC).

CAREW, HELENE
NBC—Barry Cameron
CAREY, BILL
KDKA, Pittsburgh, Pa.
School of the Air; Adventures in Research; On Their Own
CARLON, FRAN
CBS—Our Gal Sunday, Big Town
CARLTON, DEAN
ABC—Dick Tracy
CARPENTER, CARLETON
ABC—My True Story
CARPENTER, CLIFF
ABC—Terry and the Pirates; My True Story
CARPENTER, LAURA MAY
CBS—Aunt Jenny
CARPENTER, KEN
ABC—Bing Crosby Show
CARR, JANET
WFEA, Manchester, N. H.
Musical Treasure Chest

CARSON, JACK E.
Actor; b. Carmen, Manitoba, Canada, Oct. 27, 1910; St. Johns Mil. Acad.; Carleton College; Jack Carson Show (CBS)

CARTER, JERRY
WKIP, Poughkeepsie, N. Y.
CASE, NELSON
CBS—Lone Journey
CHALMERS, TOM
NBC—Pepper Young's Family
CHAMBERS, NORMA
ABC—My True Story
CHANCE, RAY
KMBC, Kansas City, Mo.
Joanne Taylor's Fashion Flashes
CHAPMAN, GEORGE
WNHC, New Haven, Conn.
Tales of the Supernatural
CHAPMAN, PATTI
ABC—My True Story
CBS—Aunt Jenny
CHAPPELL, ERNEST
ABC—Ted Malone
CHOATE, HELEN
ABC—My True Story
CHRISTY, KEN
NBC—Allen Young Show
CLAIRE, HELEN
NBC—Young Widder Brown, Backstage Wife

CLARK, LON CLAUDE
Actor, narrator, announcer; b. Bricelyn, Minn.; MacPhail Sch. of Music; Univ. of Minn.; New Sch. for Social Research; Nick Carter; Exploring the Unknown; Flashgun Casey; Aldrich Family; Boston Blackie; Gangbusters

CLARK, COTTONSEED
CBS—Hollywood Barn Dance

CLARKE, PHIL
(Clarke, Philip Norman); Actor; b. London, Eng., Aug. 4, 1904; Cathedral of St. John the Devine; Peekskill Mil. Acad.; Clapham College, London; Helen Hayes Show; Light of the World; Chase & Sanborn Hour (Tele); Superman; Dick Tracy; Nick Carter

CLOWES, DUDLEY
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
CLIFF, OLIVER
NBC—Lone Journey
COATES, JUDY
KHOZ, Harrison, Ark.
COLEMAN, MARY JANE
KMBC, Kansas City, Mo.
Joanne Taylor's Fashion Flashes
COLLINS, SID
WKMO, Kokomo, Ind.
Kokomo Kafe
COLLINS, TED
CBS—Kate Smith Sings
COLLINS, TOM
NBC—One Man's Family, Masquerade
COLLYER, BUD
MBS—Superman
COLONNA, JERRY
NBC—Bob Hope Show
CONKLIN, PEGGY
NBC—McGarry and His Mouse
CONRIED, HANS
Jack Haley Show, Mel Blanc Show, Suspense, Bob Burns, Sam Spade, Alan Young
CONWAY, TOM
ABC—Sherlock Holmes
COOK, CAROLINE
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
COOK, FRANKLIN
WHA, Madison, Wisc.
Fit for Fun
COOK, IRA
KFAC, Hollywood, Calif.
COOK, TOMMY
NBC, Life of Riley
COONS, JOHNNY
ABC, Sky King
MBS—Vic & Sade
COOPER, BEN
ABC—My True Story
COOTS, JAMES
ABC—My True Story
COPPIN, GRACE
ABC—My True Story
CORBETT, LOIS
ABC—Glamour Manor
CORDELL, KATHLEEN
ABC—Theater Guild, Hour of Mystery, My True Story
CBS—Lone Journey
COREY, LEE
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
COREY, WENDELL
NBC—McGarry and His Mouse
CORDELL, CHARLES
NBC—Amos'n' Andy

COSTELLO, LOU
(Cristillo, Lou); Actor b. Patterson, N. J., Mar. 6, 1908; Abbott & Costello Show (NBC).

COTSWORTH, STAATS
Actor, stage, radio; b. Oak Park, Ill., Feb. 17, 1908; Penn. Sch. of Industrial Art; N. Y. Civic Rep. Theater Apprentice Group; Lone Jounney (CBS); Front Page Farrell (NBC); Casey, Crime Photographer (CBS); Harvest of Stars; The Sheriff; This Is Your FBI.

COURTNEY, ALAN
Radio broadcaster, disc jockey, MC; b. New York, N. Y., Nov. 29, 1912; NYU; Fordham Univ.; Courtney's Record Carnival (MBS); MC for Korn Kobblers (Recorded); Calling All Girls; Courtney's Campus Club

COWAN, IRENE J.
WJAS, Pittsburgh, Pa.
COWLING, SAM
ABC—Breakfast Club
COX, ED
WJNC, Jacksonville, N. C.
Do You Believe in Ghosts
CRENNA, DICK
NBC, A Date With Judy
CREORE, PHYLLIS
CBS—Aunt Jenny

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PHIL BAKER

Management: WILLIAM MORRIS AGENCY BIOW ADVERTISING AGENCY

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JUDY CANOVA

Star Of

THE JUDY CANOVA SHOW

NBC Network — Saturdays

Management

A & S Lyons, Inc.

* Fourth Year for Colgate-Palmolive and Halo Shampoo.



CROFT, MARY JANE
CBS—Mel Blanc Show
CROSBY, BING
ABC—Philco Radio Time
CROWDER, CONNIE
MBS—Those Websters
CROWLEY, MATT
CBS—Road of Life

CULLEN, BILL
CBS — Winner Take All, Give and Take, Missus Goes a Shoppin'

CURTIN, JOSEPH
CBS—Rose of My Dreams, Our Gal Sunday
CURTIS, CURT
KOVO, Provo, Utah Transcriptions

— D —

DAIGNEAU, TED
ABC—Tennessee Jed
DAMON, LES
CBS—Adventures of the Thin Man
DANDRIDGE, RUBY
NBC—Judy Canova Show
DANE, FRANK
NBC—Just Plain Bill, Woman in White, Right to Happiness
DARNAY, TONI
MBS—True Detective Mysteries
CBS—The Strange Romance of Evelyn Winters
DAVIES, ED
ABC—Our Singing Land
DAVIES, MAXINE
WCOL, Columbus, O. Alice in Wonderland
DAVIS, DIX
NBC—One Man's Family, A Date With Judy
DAVIS, HUMPHREY
ABC—My True Story

DAVIS, JOAN
(Williams, Josephine Madonna); Radio & screen actress; b. St. Paul, Minn., June 29, 1912; Joan Davis Show (CBS)

DAY, DENNIS
NBC—A Day in the Life of Dennis Day

DEAN, EDDIE
Singer, actor; b. Sulphur Springs, Tex.; National Barn Dance (WLS); Judy Canova Show; Furlough Fun; Recording for Majestic Records; Starred by PRC in series of pictures; Gene Autry shown on air and road.

DeCAMP, ROSEMARY
CBS—Dr. Christian
DeCORSIA, TED
MBS—McGarry & His House
DeKOVEN, ROGER
ABC—Famous Jury Trials, My True Story

DELMAR, KENNY
NBC—Fred Allen

DEMAREST, WILLIAM
CBS, Eddie Bracken Show
DeSALES, FRANCIS
ABC—My True Story
DE SANTIS, JOE
NBC—Home Is What You Make It, Eternal Light, World's Great Novels
DeVORE, GLORIA
KGNC, Amarillo, Tex.
DIAMOND, STEPHANIE
KDKA, Pittsburgh, Pa. School of the Air, Adventures in Research, On Their Own
DIPPE, DOLORES
KFJM, Grand Forks, N. D.
DOBSON, JIMMY
ABC—Theater Guild, My True Story

DONALD, PETER C.
Comedian; b. Bristol, Eng., June 6, 1918; Professional Children's Sch.; Prize Assoc. of French Inst.; Can You Top This; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick & Arthur Godfrey; Tele MC, Bell Telephone & Gimbel Bros.; Warriors of Peace (ABC)

DORF, DR. ALFRED T.
CBS—Lone Journey

DOUGLAS, DON
MBS; NBC; CBS

DOUGLAS, SHARON
CBS—Joan Davis Show
DOUGLAS, SUSAN
MBS—Crime of Carelessness
ABC—Theater Guild
DOUGLASS, DON
ABC—Fishing & Hunting Club
DOUGLASS, NANCY
ABC—My True Story
DOW, DAVID
KDB, Santa Barbara, Calif. KDB Playhouse
DOWDEY, ROSS
MBS—Dixie House Varieties
DOYLE, LEN
NBC—Mr. District Attorney
DRAPER, MARGARET
NBC—Backstage Wife
DRESSLER, ERIC
CBS—Big Sister
DUANE, BOB
WKY, Oklahoma City, Okla.

DUBOV, PAUL
Actor, narrator; b. Chicago, Ill., Oct. 10, 1918; Assignment Home; World Security Workshop; True Detective; Ellery Queen; Directed Equity Library (Ann Christie)

DUDLEY, BERNARD
(Dudley, Bernard F.); Announcer, actor; b. Hanover, N. H., Dec. 26, 1916; Command Performance; Mail Call; Say It With Music; Carroll Alcott News; Request Performance; Hedda Hopper's This Is Hollywood.

DUFF, HOWARD
ABC—Adventures of Sam Spade
DUNN, EDDIE
ABC—Jack Berch Show, Glamour Manor
DUNN, MICHAEL
ABC—Danger, Dr. Danfield
DUNN, RICHARD
WSM, Nashville, Tenn.
DUNNINGER (Master Mentalist)
NBC—The Dunninger Show

DURANTE, JIMMY
(Durante, James); Comedian; b. New York, N. Y., Feb. 19, 1893; Durante-Moore Show (CBS); Lux Radio Theater (CBS); Dinah Shore Show (CBS); Bing Crosby Show (ABC); Songs By Sinatra CBS); Command Performance.

DWYER, VIRGINIA
MBS—The Shadow

— E —

EASTMAN, CARL
NBC—McGarry and His Mouse
ECCLES, ALBERT
KSL, Salt Lake City, Utah This Business of Farming
EDKINS, ALDEN
NBC—Highlights of the Bible, National Radio Pulpit
EDMONDSON, JIMMY
NBC—Jimmy Edmondson Show
EDMUNDS, ED
KDKA, Pittsburgh, Pa. School of the Air, Adventures in Research, On Their Own
EDWARDS, CLIFF
ABC—Cliff Edwards Show
EDWARDS, JACK JR.
NBC—Today's Children

EDWARDS, RALPH
MC, comedian; b. Merine, Colo., Jan. 13, 1913; MC, Truth or Consequences (NBC)

EGLESTON, CHARLES
CBS—Ma Perkins

EILER, BARBARA
Radio actress; b. Los Angeles, Calif.; Cummock Jr. College; Mary Potts on Frank Morgan Show; Babs on Life of Riley; Barbara on Glamour Manor; Jeanne Wendell on Masquerade; Carla Descare on Aunt Mary; Mayor of the Town

ELDERS, HARRY
ABC—Curtin Time
ELLEN, MINETTA
NBC—One Man's Family
ELSTNER, ANNE
NBC—Stella Dallas
EMEL, ALICE
KOL, Seattle, Wash. Children's Hour
EMERSON, HOPE
NBC—Johnny Morgan Show, Adventures of Archie Andrews
EMERY, BOB
MBS—Rainbow House
ENGEL, ROY
ABC—Sky King
ERIC, ELSPETH
CBS—Big Sister
ERICKSON, LOUISE
NBC—A Date With Judy, The Great Gildersleeve
ERSKINE, MARILYN
NBC—Eileen Barton Show

EVANS, DALE
Actress, singer; b. Uvalde, Tex.; Saturday Night Round-Up (NBC).

BOB BURNS

"CAN YOU TOP THIS?"



"COLGATE"
NBC

ED. J. WEBER
Gen'l Mgr.
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"KIRKMAN"
WOR

EVANS, DAN
MBS—Gold & Silver Minstrels
Star Princess
EVERETT, ETHEL
ABC—My True Story

— F —

FADIMAN, CLIFTON
NBC—Information Please
FANDEL, MARY LOUIS
KTUL, Tulsa, Okla.
Three in A Flat

FALKENBURG, JINX
WNBC—Hi Jinx
FAYE, ALICE
NBC—Fitch Bandwagon
FELTON, HAPPY
ABC—Pot O' Gold

FELTON, VERNA
Radio, stage, screen actress; b. Salinas, Calif., July 20, 1890; Gardner Sch., Normal Sch.; Red Skelton Show; Joan Davis Show; Tommy Riggs & Betty Lou; Maisie
FENNELLY, PARKER
NBC—Lorenzo Jones, Fred

FENWICK, ELLEN
NBC; CBS; MBS
FERRIS, R. MARK
WMRP, Flint, Mich.
Sweet Land
FIELD, NORMAN
MBS—Mysteries Is My Hobby
FIELDS, JOE
NBC—Smilin' Ed McConnell
FILLBRANDT, LAURETTE
NBC—Woman in White, Today's Children
FIRESTONE, EDDIE
MBS—Those Websters

FITZGERALD, ED
Radio commentator; b. Troy, N. Y.; Originator of Mr. & Mrs. Chatter programs; Breakfast With the Fitzgeralds; The Fitzgeralds in N. Y. (ABC); At Home With the Fitzgeralds (Tele-WABD)

FITZGERALD, PEGEEN
Radio commentator; b. Norcatur, Kans.; College of St. Theresa; Originator of Mr. & Mrs. Chatter programs; Breakfast With the Fitzgeralds; The Fitzgeralds in N. Y. (ABC); At Home With the Fitzgeralds (Tele-WABD)

FITZMAURICE, MICHAEL
ABC—The O'Neills, My True Story
FLIPPEN, JAY C.
CBS—That's Life
FLOWERS, SALLY
Sally's Sittin' Room
FORAY, JUNE
FORBES, MURRAY
CBS—Ma Perkins
FORD, RUTH
ABC—My True Story

FORD, SENATOR
(Ford, Edward Hastings); Humorist, radio, after dinner speaker, author, vaudeville; b. Brooklyn, N. Y., June 13, 1887; Can You Top This; Vox Pop; Hobby Lobby; guest appearances
FORSYTHE, LARRY
KOIL, Omaha, Nebr.
Krime Klan
FORTE, JOE
NBC—Masquerade
FORTUNE, CHARLOTTE
WBEJ, Elizabethton, Tenn.
Wide Horizons
FOSTER, MARY LOU
ABC—My True Story
FOX, GRACE
ABC—My True Story
FOY, EDDIE
NBC—Kraft Music Hall
FRANCIS, ARLENE
ABC—The Affairs of Ann Scotland
FRANK, CARL
NBC—Woman in White
FRANK, PAUL
WHKC, Columbus, O.
Eileen Comes Calling
FREEMAN, FLORENCE
NBC—Woman in White, Young Widder Brown
FRIEBUS, FLORIDA
ABC—My True Story
FRIEDRICH, ARLENE
MBS—Warden's Crime Cases
FROST, ALICE
CBS—Aunt Jenny
FRYER, HELEN
KROD, El Paso, Tex.
Laura Lindsey
FULLER, BARBARA
One Man's Family, His Honor, the Barber, Theater of Famous Radio Players, Mystery is My Hobby, I Deal In Crime.

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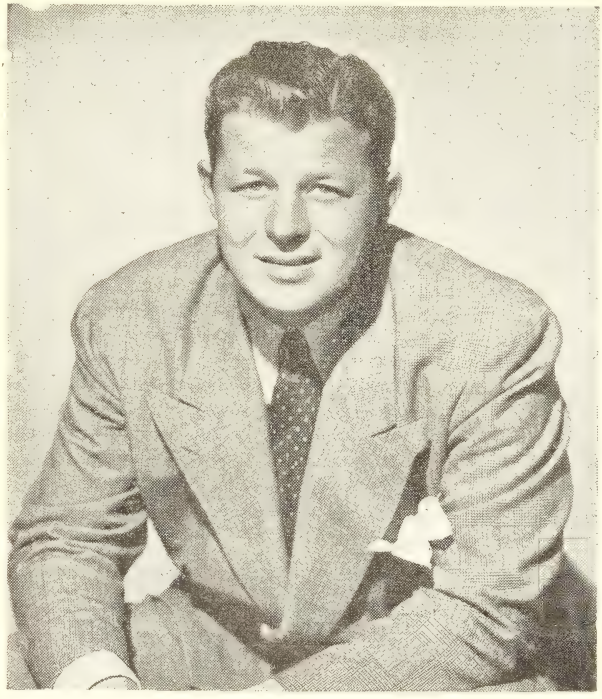
With

Bill Goodwin and Meredith Willson

Over NBC . . . Thursday Nights

Written by Paul Henning and Keith Fowler

RED SKELTON



JACK CARSON

FUSSELL, SARAH
ABC—My True Story

— G —

GARDE, BETTY
ABC—Theater Guild, My True Story, Henry Morgan Show, Policewoman
MBS—Crimes of Carelessness
GARGAN, WILLIAM
ABC—I Deal in Crime

GARDNER, ED (ARCHIE)
(Poggenburg, Eddie); Actor, producer, director; b. Astoria, N. Y., June 29, 1904; Duffy's Tavern (NBC).

GARSON, BETTY LOU
NBC—Today's Children
GARSON, BETTY LOU
ABC—My True Story
GEORGE, BERNIE
ABC—Celebrity Night
GATES, NANCY
NBC—Masquerade
GAVIN, JANET
WARM, Scranton, Pa.
WARM Radio Workshop
GEER, WILL
NBC—Joyce Jordan, MD; Eternal Light, Home Is What You Make It
GEIGER, GEORGE
WMRP, Flint, Mich.
This Is Democracy
GENTRY, ART
NBC—The Aldrich Family
GERSON, JED
WLIB, Brooklyn, N. Y.
Strictly Personal
GILBERT, JANICE
ABC—The O'Neills, My True Story, Break the Bank
GILBERT, JO
NBC—Today's Children
GILBERT, RUTH
CBS—Perry Mason
GILLEN, DOLORES
NBC—When a Girl Marries, Pepper Young's Family
GILLESPIE, JEAN
ABC—Alan Young Show, My True Story, Willie Piper
GILMAN, PAGE
NBC—One Man's Family
GILMORE, ART
MBS—Casebook of Gregory Hood

GODFREY, ARTHUR
Radio artist, stage; b. New York, N. Y., Aug. 31, 1903; Arthur Godfrey Show (CBS); Arthur Godfrey's Talent Scouts

GOFF, NORRIS
ABC—Lum N' Abner
GOLD, MITZI
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
GOODKIN, ALICE
ABC—My True Story
GOODNER, CAROL
ABC—My True Story, Theater Guild
GORDON, BERT
ABC—Radio Hall of Fame
GORDON, GALE
MBS—Casebook of Gregory Hood
GORDON, RICHARD
ABC—My True Story
GOSFIELD, MAURICE
ABC—Henry Morgan Show
GOTHARD, DAVID
CBS—Romance of Helen Trent
GOULD, MITZI
ABC—My True Story
GOULD, SANDRA
NBC—Duffy's Tavern
GRAY, BILLY
GREAZA, WALTER
CBS—Crime Doctor

GREEN, DOROTHY
Radio actress; Programs on WABC, NBC, KHJ, KFRC

GREEN, EDDIE
Actor b. Baltimore, Md., Aug. 16, 1901; Eddie (The Waiter) Green on Duffy's Tavern (NBC).

GREEN, MITZI
MBS—Passport to Romance
GREENE, CHARLES G.
WGH, Newport News, Va.
Symphony of Words
GRIFFIN, BETTY CUSHING
WIBX, Utica, N. Y.
Youth Presents Series

ted husing

"bandstand"

whn—1050

ARTHUR GODFREY

IRENE
BEASLEY



RADIO PRODUCTION SERVICE

501 MADISON AVE. NEW YORK, N. Y. PL. 3-8940

GRIGGS, JOHN
ABC—My True Story, Dick Tracy, Fishing & Hunting Club
MBS—House of Mystery
GRUNDY, DORIS
ABC—My True Story
GUNN, BEN
WHSC, Hartsville, S. C.
Stories of the Sea

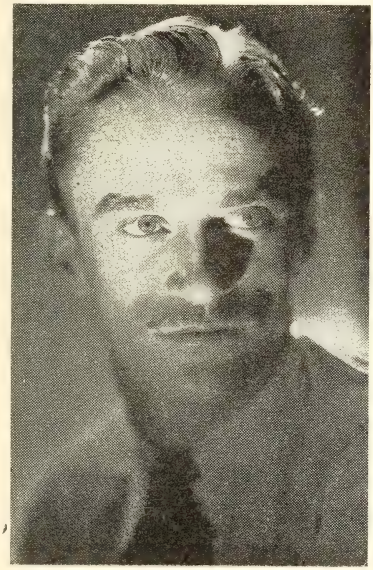
— H —

HAAG, BOB
ABC—The Sheriff, My True Story
HAINES, LARRY
CBS—Young Dr. Malone
HALL, CLIFF
MBS—Gold & Silver Minstrels
HAMBLIN, STUART
KFWB, Hollywood, Calif.
Stu Hamblin
HAMILTON, DICK
ABC—My True Story
HAMMOND, EARL
ABC—My True Story
HAMPDEN, BURFORD
ABC—My True Story
HARDING, VINCENT
KWTO, Springfield, Mo.
The Maelstrom
HARDY, CHERRY
ABC—Theater Guild on the Air
HARLER, ELIZABETH
WGIL, Galesburg, Ill.
County Express
HARRINGTON, KATE
ABC—My True Story
HARRINGTON, MARY LOU
NBC—One Man's Family
HARRIS, ARLENE
ABC—The Al Pearce Show
HALEY, JACK
The Jack Haley Show, Sealtest Village Store.

HARRIS, PHIL
MC, comedian, orchestra leader b. Linton, Ind., June 24, 1906; The Fitch Bandwagon (NBC).

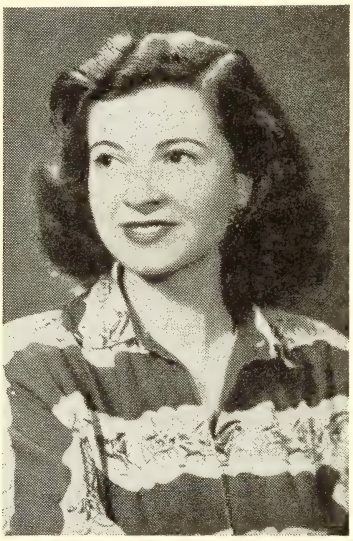
HARRIS, STACY
ABC—My True Story
HARRISON, NELL
ABC—My True Story
HART, CAROLYN
WBNS, Columbus, O.
To the Ladies
HART, MAURICE
KFWB, Hollywood, Calif.
HARTLEY, JACK
ABC—My True Story
HASTINGS, BOB
NBC—Adventures of Archie Andrews
HASTINGS, DONALD
ABC—My True Story
HAUSNER, JERRY
ABC—The Adventures of Sam Spade
HAYDON, JULIE
ABC—Time for Women
HAYES, ALLEN
WWRL, Woodside, N. Y.
Allen Hayes Show
HAYES, GABBY
NBC—Saturday Night Roundup
HAYES, MARGARET
ABC—My True Story
HAYMES, DICK
CBS—Dick Haymes Show
HAYWORTH, BURTON
ABC—My True Story
HAYWORTH, VINTON
ABC—My True Story
HEALY, MARY BARRETT
WBEN, Buffalo, N. Y.
WBEN Theater
HEARN, SAM
ABC—The Kenny Baker Show
HEATWALE, LUTHER
MBS—Dixie House Varieties
HEDGE, RAY
ABC—My True Story
HEILL, MARY
ABC—My True Story
HELM, FRANCES
WBAP-KGKO, Fort Worth, Tex.
Your Story Parade
HENDRICKSON, ROD
MBS—Bulldog Drummond
HERBERT, WILMS
NBC—Today's Children
HERMANN, MILTON
ABC—My True Story
HERNANDEZ, JUANO
ABC—Woman's Exchange, Theater Guild, On the Air

HERSHFIELD, HARRY
Columnist (Mirror), cartoonist, radio; b. Cedar Rapids, Ia., Oct. 13, 1885; Can You Top This; Kate Smith; Hobby Lobby; Hildegarde



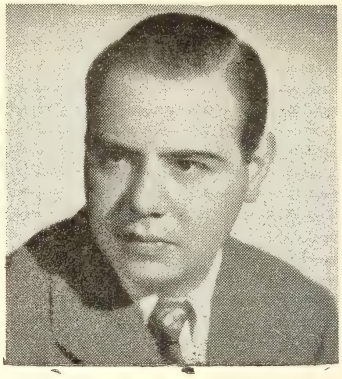
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Comedienne

JACKSON BECK



ACTOR • ANNOUNCER • NARRATOR

LA 4-1200



DON'T TELL
THAT JOKE

says

LEW
PARKER

to

ANN
THOMAS

HERSHOLT, JEAN

Actor, stage, screen, radio; b. Copenhagen, Denmark, July 12, 1886; Graduate of St. Knud, Copenhagen; Hon. MA, Bowdon College, Me.; Hon. Dr. Humanities Degree, Rollins College, Fla.; Dr. Christian (CBS); Cavalcade of America; Screen Guild; Danny Kaye Show; Rudy Vallee Show

HERTZ, ROSS
ABC—Theater Guild on the Air

HESCHONG, NAOMI
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

HEWITT, ALLEN
ABC—My True Story, Theater Guild on the Air

HIGBY, MARY JANE
CBS—Romance of Helen Trent
NBC—When a Girl Marries

HILDEGARDE
NBC—Raleigh Room with Hildegarde, Penguin Room with Hildegarde

HILL, STEVE
ABC—My True Story

HILLIARD, HARRIET
CBS—Adventures of Ozzie & Harriet

HINDMAN, WILLIAM
WCOL, Columbus, O.
Ghost Stories, Alice in Wonderland

HINKLE, WILDA
ABC—My True Story

HIPPS, FRANK
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

HIPPS, PEARL
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

HITZ, ELSIE
NBC—Barry Cameron

HOENY, WINFIELD
ABC—Patt Barnes

HOFFA, PORTLAND
NBC—Fred Allen Show

HOFFMAN, JANE
ABC—My True Story

HOLBROOK, JOHN
NBC—Life Can Be Beautiful

HOLLAND, CHARLOTTE
ABC—My True Story
CBS—Lone Journey

HOLLENBECK, WILLIAM
NBC—Young Widder Brown

HOLMES, LOIS
ABC—Theater Guild on the Air

HOLMES, WENDELL
ABC—My True Story

HOLT, HELEN
ABC—My True Story

HOPE, BOB

(Hope, Robert); Comedian, screen, radio; b. London, Eng., May 29, 1903; The Bob Hope Show (NBC)

HOPPER, HEDDA
CBS—This Is Hollywood

HORTON, EDWARD EVERETT
NBC—Kraft Music Hall

HOSLEY, PATRICIA
ABC—My True Story, Powers Charm School of the Air

HOTTON, ESTHER
WHA, Madison, Wisc.
Chapter a Day

HOUSTON, JANE
ABC—My True Story

HOVDE, ELLEN
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

HOWARD, EUNICE
NBC—Pepper Young's Family

HOWARD, ORA
KMBC, Kansas City, Mo.
Joanne Taylor's Fashion Flashes

HUBBARD, IRENE
ABC—My True Story
CBS—Mr. Keen, Tracer of Lost Persons

HUDDLESTON, ALINE
KTUL, Tulsa, Okla.
Society News

HUEY, RICHARD
ABC—Theater Guild on the Air

HUGHES, ARTHUR
NBC—Just Plain Bill

HUGHES, TOMMY
ABC—My True Story

HULL, JOHN WARREN

Actor, singer, MC, stage, screen, radio; b. Gasport, N. Y.; Jan. 17, 1903; NYU, Univ. of Rochester; Vox Pop; Fair Enough (ABC Tele); In Town Today (NBC Tele); Radio City Matinee (NBC Tele)

You'd Better Learn the Lingo, Paddy, Because Even Your Old Man Is In Show Business Now . . .



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JINX FALKENBURG PADDY FALKENBURG-McCRARY TEX McCRARY

RADIO

VARIETY says . . . "Olsen's line of gab is fast and funny, and as emcee he manages to infuse the show with a clambake spirit in which anything goes."

RADIO DAILY says . . . "Johnny Olsen's 'Ladies Be Seated' ABChuckler starts its third year this week . . . Johnny's come a long way since we first spotted his talents one night via WTMJ, Milwaukee."

TELEVISION

THE BILLBOARD says . . . "Zip and zany emsee, Johnny Olsen, was in rare shape and with his fast patter proved himself, as usual, a topnotch video entertainer."



JOHNNY OLSEN

RECORDS

THE BILLBOARD says . . . "'Let's Play House,' with Johnny Olsen and Bette Buckner going back vocally to their childhood days, make the dittying count." (Apollo No. 1013) Also, in Swedish Dialect, "The Smorgasbord Song" Victor No. 25-1055.

THEATRE

THE EVENING TRIBUNE, LAWRENCE, MASS., says . . . "The jam-packed Warner Theatre, which has echoed to the laughter provoked by the best comics in vaudeville, never had a more engaging entertainer than Johnny Olsen, nor a more receptive audience."

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IRENE RYAN

JACK CARSON

"CAMPBELL SOUP"

CBS

Management
Sid Gold
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Crestview 1-7149

HULL, MARY
Actress; b. Port Angeles, Wash.; Univ. of Wash.; El Capitan College of the Theater: The Fat Man; Counterspy; Eternal Light; NBC Tele; Molle Mystery; Up to Youth; My True Story (ABC)

HURLBURT, MIRIAM
WATR, Waterbury, Conn.

HUSING, TED
(Husing, Edward B.); Disc jockey; b, New York, N. Y., Nov. 27, 1901; Pace Inst.; Columbia Univ. Ext.; Orange Bowl Football Game; Kentucky Derby; N. Y. & N. J. Stake Races; U. S. Army Recruiting Football Series; Indoor & Outdoor Track & Field; Disc jockey show, WHN (Ted Husing's Bandstand)

HUSTON, WALTER
ABC—The Fitzgeralds, Opportunity Knocks, Theater Guild on the Air
HUSZAGH, JANE
ABC—My True Story
HVASTA, LOU
WARM, Scranton, Pa.
WARM Radio Workshop
HYLAND, ART
WMBG, Richmond, Va.
WMBG Summer Theater
HYVONEN, BILL
KFJM, Grand Forks, N. D.
UND Radio Playmakers

— I —

IDELSON, BILLY
MBS—Vic & Sade
IRVING, CHARLES
ABC—Henry Morgan Show, Willie Piper, My True Story
MBS—Exploring the Unknown
CBS—Young Dr. Malone
ISBELL, HAROLD
ABC—Wake Up and Smile
ISH-KABIBBLE
NBC—Kay Kyser Show
IVES, RAYMOND
ABC—My True Story

— J —

JACKSON, JOAN
NBC—Aldrich Family
JAMESON, HOUSE
ABC—Hop Harrigan
CBS—Crime Doctor
JAMIESON, H. E.
KOL, Seattle, Wash.
Armchair Cruises
JANNEY, LEON
ABC—My True Story, Theater Guild on the Air
JANNEY, WILLIAM
ABC—My True Story
JANIS, VIVI
ABC—My True Story
JARVIS, AL
KLAC, Hollywood, Calif.
Make Believe Ballroom
JELLISON, BOB
NBC—Sealtest Village Store
JEROME, EDWIN
CBS—Crime Doctor
JESSEL, GEORGE
ABC
JEWETT, TED
ABC—My True Story
JOHNS, JOHN
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
JOHNSON, BESS
ABC—Ted Malone, Break the Bank
JOHNSON, BILL
MBS—Adventures of Michael Shayne, Detective

JOHNSON, CLIFF
MC, announcer; b. Beresford, S. Dak.; Augustana, Coll.; Heart's Desire (MBS).

JORDAN, JAMES E.
Fibber McGee & Molly.

JOHNSON, LAMONT
ABC—My True Story
JOHNSON, OLIVE
KDNT, Denton, Tex.
Cap & Bells

JOHNSON, PARKS
Radio actor; b. Sheffield, Ala., Mar. 22, 1891; Univ. of Ga.; Emory College; Vox Pop (CBS)

JOHNSON, RAYMOND
WSM, Nashville, Tenn.
JOHNSON, RAYMOND EDWARD
ABC—My True Story, Warriors of Peace

RUTH PERROTT



"Aunt Aggie" on
JUDY CANOVA SHOW

*

"Mrs. Johnson" on
ALAN YOUNG SHOW

*

"Mrs. Pringle" on
EDDIE BRACKEN SHOW

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JOHNSON, VIRGINIA
WCOL, Columbus, O.
Alice in Wonderland
JOHNSTONE, BILL
NBC—Today's Children
JONES, BETTINA
WEAN, Providence, R. I.
Dr.'s Orders, Album of Corageous Women
JONES, HAZEL
ABC—Theater Guild on the Air
JONES, MARY K.
ABC—My True Story

JORDAN, MARIAN
Radio actress; b. Peoria, Ill.; Molly McGee on Fibber McGee & Molly

JORDAN, OWEN
ABC—Terry & the Pirates, My True Story

JOSTYN, JAY
Radio actor; b. Milwaukee, Wisc.; Marquette Univ.; Wisc. Conservatory of Music; Mr. District Attorney (NBC)

JOYCE, ARLENE
ABC—My True Story
JULIAN, JOSEPH
ABC—Hiroshima, (John Hersey's Story)
JUSTER, EVELYN
ABC—My True Story
CBS—Aunt Jenny

— K —

KaDELL, CARLTON
NBC—Masquerade
KASPER, FRED
ABC—Club Matinee
KATE, MARIAN
WFAA, Dallas, Tex.
KAUFMAN, IRVING
NBC, CBS, MBS

KAY, BEATRICE
MBS—Beatrice Kay Show

KAYE, DANNY
ABC
KAYE, VIRGINIA
ABC—My True Story
KEANE, CHARLOTTE
CBS—The Adventures of Ellery Queen
KEANE, THERESA
ABC—My True Story
KEANE, WILLIAM
ABC—Tennessee Jed
KEARSE, TIMOTHY LYNN
ABC—My True Story

KEARNS, JOSEPH
Actor, radio, stage; b. Salt Lake City, Utah, Feb. 12, 1907; Mr. Skeffington on Radio Theater (CBS); Post Mortem; Suspense (CBS); Casper Gutman on Sam Spade (CBS); Arsenic & Old Lace; Screen Guild; Our Vines; Radio Theater (CBS); Brief Pause for Murder; Whistler (CBS)

KEATH, DONNA
ABC—My True Story
KEDDY, GRACE
ABC—My True Story
KEENE, BILL
ABC—My True Story
KEITH, RICHARD
MBS—True Detective Mysteries

KELK, JACKIE
Radio actor; b. Brooklyn, N. Y., Aug. 6, 1923; Professional Children's Sch.; Aldrich Family (NBC); Superman (MBS)

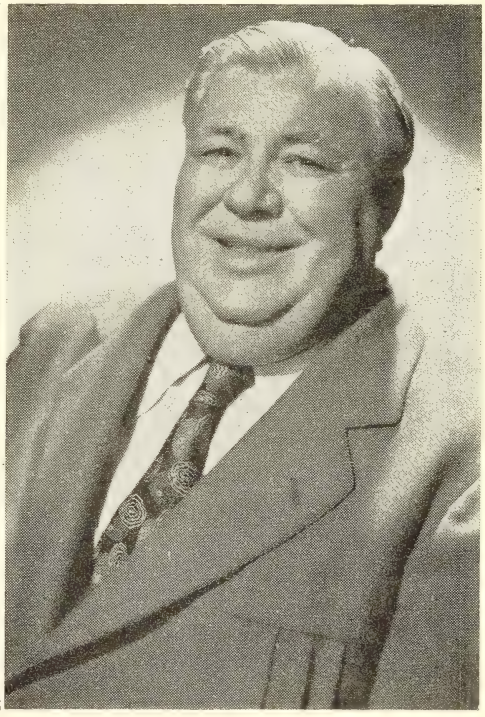
KELLY, JIM
CBS—Mr. Keen, Tracer of Lost Persons
KELLY, JOE
ABC—Quiz Kids, Breakfast Club
KELPE, HENRY
KOIL, Omaha, Nebr.
Krime Klan
KELTON, PAT
ABC—Dick Tracy, Mary Small Revue
KENNEDY, EVELYN SOULE
WDSU, New Orleans, La.
KENNISON, LOIS "Sugar"
NBC—Today's Children
KENT, ELAINE
ABC—My True Story
KERMAN, DAVID
ABC—My True Story
KERNS, M. CHARLES
WJAS, Pittsburgh, Pa.
KERR, LARRY
NBC—Young Widder Brown

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KWFC, Hot Springs, Ark.
Melody Play Boys
KETTLES, SALLY
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
KIERAN, JOHN
NBC—Information, Please
KILPACK, BENNETT
CBS—Mr. Keen, Tracer of Lost Persons
KILPATRICK, JESS
NBC—Dennis Day Show
KING, DENNIS
ABC—Warriors of Peace
KING, JOHN REED
ABC—Echoes of New York
KING, MARY
KSFT, Trinidad, Colo.
Adventure Time
KINSELLA, WALTER
ABC—Theater Guild on the Air
KIRBY, DURWARD
NBC—Honeymoon in New York
KIRKWOOD, JACK
KLEIN, ADELAIDE
ABC—My True Stoy
KLINE, EUGENE
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
KLISS, H. PAUL
KDB, Santa Barbara, Calif.
KDB Playhouse
KNIGHT, RAY
ABC—Good Morning, It's Knight
KOCH, MARGARET
WCOL, Columbus, O.
Alice in Wonderland
KOHL, ART
NBC—Jimmy Edmondson Show
KOLLMAR, RICHARD
ABC—Boston Blackie
KORDIC, REGIS
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
KORMAN, ROSALIE
WTOD, Toledo, O.
Sunshine House
KRAMER, MANDELL
ABC—Counterspy
KRAMER, MAUDIE
ABC—My True Story
KRAMER, MAXINE
WHKC, Columbus, O.
Eileen Comes Calling
KRAMER, PHIL
NBC—Jimmy Edmondson Show, Chesterfield Supper Club, Adventures of Archie Andrews
KROEGER, BARRY
ABC—My True Story
MBS—Crimes of Carelessness

— L —

LAFFERTY, FRAN
CBS—Aunt Jenny
LAKE, ARTHUR
CBS—Blondie
LAKE, FLORENCE
CBS—That's Finnegan
LANCASTER, LUCY
ABC—My True Story
LANDICK, OLYN
ABC—The Sheriff
LANE, GLORIA
ABC—My True Story
LANE, RUSTY
ABC—My True Story
LANE, ZELLA
NBC—Story to Order
LANGAN, GLENN
MBS—Mystery Is My Hobby
LARKIN, JOAN
ABC—My True Story
LARKIN, JOHN
MBS—Buck Rogers
LARMON, HELEN
ABC—Milton Cross
LARRABEE, LOUISE
ABC—My True Story
LAST, RUTH
ABC—My True Story
LATHAM, CYNTHIA
ABC—Theater Guild on the Air
LATHAM, JOE
ABC—Fishing & Hunting Club,
ABC—My True Story
LAUCK, CHET
ABC—Lum 'n' Abner
LAUGHNER, ROL
KTAR, Phoenix, Ariz.

LAURIE, JOE, JR.
Actor, writer; Can You Top This (WOR-WNBC)

LAWRENCE, BOB
ABC—Kay Armen and Bob Lawrence



Robert Q. Lewis

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LAWRENCE, EMILY
ABC—Theater Guild on the Air

LAWRENCE, MORT
(Lawrence, Morton); Radio actor, announcer, narrator, writer; b. Philadelphia, Pa., Dec. 4, 1914; Strayer's Business College; Temple Univ.; Gangbusters; Exploring the Unknown; Adventures of the Falcon; Boston Blackie; Counter Spy; New World A Comin'; My True Story (ABC)

LAZAR, JOAN
ABC—My True Story
LAZAR, WILLIAM
ABC—My True Story
LEDOUX, LEONE
NBC—Today's Children
CBS—Baby Snooks Show
LEE, MADELEINE
ABC—My True Story
CBS—Aunt Jenny
LEE, PATRICIA
KGY, Olympia, Wash.
LEE, PINKY
NBC—The Drene Show
LEEDS, PHIL
NBC—Bernie West's Carnival
Le GALLIENNE, EVA
ABC—Barnes, One Woman's Opinion
LeFEVRE, NED
NBC—Masquerade
LeGRAND, RICHARD
NBC—The Great Gildersleeve
LEHR, LEW
ABC—Detect and Collect, Meet Me in Manhattan
LEHRER, RAYMOND
WNYC, New York, N. Y.
One Step Forward
LENARD, GRACE
ABC—My True Story
LENROW, BERNARD
ABC—My True Story
LENZ, TED
KGFJ, Hollywood, Calif.
LEONARD, SHELDON
CBS—Maisie
NBC—Meet Me at Parky's
LEVENE, SAM
ABC—Theater Guild on the Air
LEWIS, ABBEY
ABC—My True Story
LEWIS, CATHY
CBS—Eddie Bracken Show
LEWIS, ELLIOTT
MBS—Casebook of Gregory Hood

LEWIS, ROBERT Q.
Disc Jockey; b. New York, N. Y., April 5, 1921; Univ. of Mich.; B.A. Degree; Robert Q. Lewis Show; Saturday Night Revue (MBS).

LOVEJOY, FRANK
Design for Peace, Sound Off.

LEWIS, JEAN
ABC—My True Story
LIEBAN, MELVA
KOIL, Omaha, Nebr.
Krime Klan
LINDE, BETTY
ABC—Stairway to the Stars

LINKLETTER, ART
Quiz master; b. Moose Jaw, Sask., Canada, July 1912; People Are Funny (NBC); G. E. Houseparty (CBS)

LIPTON, BILLY
ABC—My True Story
LIPTON, MARTHA
ABC—Ford Sunday Evening Hour

LIVINGSTONE, MARY
(Benny, Mrs. Jack); Actress; b. Seattle, Wash., June 23, 1909; The Jack Benny Show

LOCKE, RALPH
NBC—Life Can Be Beautiful

LORDE, ATHENA
Actress; b. New York, N. Y.; Columbia Univ.; Reader's Digest (CBS); When a Girl Marries (NBC); The Shadow (MBS); Linda's First Love (World); Kate Smith Hour (CBS); Nick Carter (MBS)

LOVEJOY, FRANK
ABC—Theater Guild on the Air, Warriors of Peace
LOWERY, BILL
WBEJ, Elizabethton, Tenn.
Wide Horizons
LUNT, ALFRED
ABC—Theater Guild on the Air

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CHARLOTTE MANSON

LYNCH, KENNETH
ABC, Powers Charm School of the Air
LYNCH, PEG
ABC—Ethel & Albert, Woman's Exchange
LYNN, LORNA
ABC—My True Story
LYON, GLENNICE
KRKO, Everett, Wash. This Is Your College
LYTELIL, BERT
ABC—Warriors of Peace
LYTELL, WILLIAM
ABC—My True Story

— M —

MacCORMACK, FRANKLYN
CBS—Bouquet for You
MacDONALD, MARGARET
ABC—Mary Small Revue
MacELHONE, ELOISE
MBS—Leave It to the Girls
MacGREGOR, CATHERINE
ABC—My True Story
MacINTOSH, STUART
ABC—My True Story, Willie Piper

MACK, GILBERT
Actor, director: b. New York, N. Y., Nov. 3, 1912; Inner Sanctum; Superman; Reader's Digest; Grand Central Station; Molle Mystery Theater; Harvest of Stars

MACK, EDDIE
KDKA, Pittsburgh, Pa. School of the Air, Adventures in Research, On Their Own
MacPHERSON, JOE
MBS—Dixie House Varieties

MacQUARRIE, HAVEN
Actor; Noah Webster Says (NBC); b. Boston, 1894

MACY, JERRY
NBC—McGarry and His Mouse, Molle Mystery Theater, Bernie West's Carnival
MAHER, ELLEN
ABC—Theater Guild on the Air
MAHER, WALLY
MBS—Adventures of Michael Shayne, Detective
MAITLAND, ARTHUR
ABC—Patt Barnes
MALDEN, KARL
ABC—My True Story
MALLORY, SMYTHE
KHOZ, Harrison, Ark.

MALONE, TED
(Russell, Alden F.); Radio story teller, poetry editor, commentator, MC; b. Colorado Springs, Colo., May 18, 1908; William Jewell College; Ted Malone (ABC); MC, Leave It to the Girls (MBS); MC, The Prudential Family Hour (CBS); Tele Series (WRBG, ABC)

MANN, GLORIA
NBC—Johnny Morgan Show, Adventures of Archie Andrews
MANN, JERRY
ABC—Stairway to the Stars
MANNING, JACK
ABC—Theater Guild on the Air, My True Story, Fishing & Hunting Club
MANSFIELD, ANDY
KWKW, Pasadena, Calif. Andy Mansfield

MANSON, CHARLOTTE
Actress; b. New York, N. Y., Jan. 21, 1921; NYU, BS; Georgia on the Creeper; Dr. Carlson McVicker on Road of Life; Patsy on Nick Carter; The Sheriff; Marjorie on Helen Trent; My True Story (ABC)

MARCH, HAL
CBS—Sweeney & March
MARDEN, ADRIENNE
CBS, NBC
MARKHAM, MARCELLA
ABC—My True Story
MARLOW, FRANK
WSM, Nashville, Tenn.
MARLOWE, FAY
ABC—Patt Barnes
MARLOWE, NORA
ABC—My True Story
MARR, EDDIE
ABC—Radio Hall of Fame
MARSH, MYRA
NBC—A Date With Judy
MARSHACK, ALEXANDER
WNYB, New York, N. Y.
MARSHALL, HERBERT
CBS—Hollywood Star Time
MARSHALL, OSWALD
ABC—Theater Guild on the Air

MARY MARGARET McBRIDE

WNBC

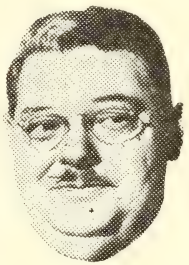
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LE. 2-1100

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LON CLARK
Title Role in "Nick Carter" MBS
Writer—Producer—Narrator of Children Albums
Actor — Announcer — Narrator
LA 4-1200

MARTIN, IAN
ABC—Nine September
MARTIN, JANE
ABC—My True Story
MARTIN, ROSS
WTOP, Washington, D. C.
Janice Grey, You're the Top
MASON, MORRIS
WSBC, Chicago, Ill.
Jewish Radio Guild
MASON, REGINALD
ABC—Theater Guild on the Air
MASSEY, RAYMOND
NBC—Harvest of Stars
MATTHEWS, GRACE
MBS—The Shadow
ABC—My True Story
MAUDE, MARGERY
ABC—Theater Guild on the Air
MAXWELL, FRANK
NBC—Lee Sullivan's Vest Pocket Varieties
MAYER, HEIDY
WGBS, Miami, Fla.
Story Time Lady, Look Who's Here
MAWBY, RICHARD
WGIL, Galesburg, Ill.
County Express
McBRIDE, JACK
ABC—My True Story

McBRIDE, MARY MARGARET
WNBC

McCALLION, JIMMY
ABC—Theater Guild on the Air, My True Story
McCALLUM, MABEL
MBS—Exploring the Unknown
McCAMBRIDGE, MERCEDES
CBS—Big Sister
ABC—Dick Tracy
McCAMMON, BESS
ABC—My True Story
McCARTHY, ALVIN
ABC—My True Story
McCARTHY, CHARLIE (Edgar Bergen)
NBC—Edgar Bergen Show
McCARTHY, KEVIN
ABC, My True Story

McCONNELL, SMILIN' ED
Story teller, MC, singer; b. Atlanta, Ga., Jan. 12, 1892; William Jewell College: Began radio work 1922, WSB, Atlanta, Ga. Present sponsors: The Brown Shoe Co. (NBC); The Mantle Lamp Co. (Transcriptions); The Cole Milling Co.

McCORMACK, FRANKLIN
ABC—Hymns of All Churches

McCRARY, TEX.
WNBC—"Hi, Jinx"

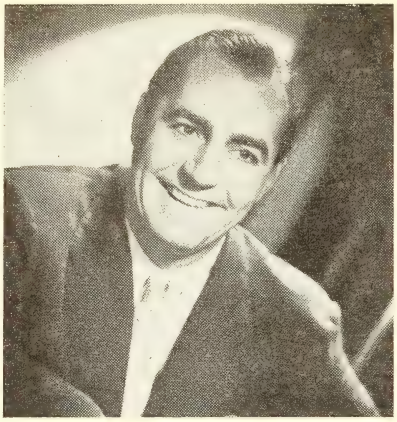
McDANIEL, HATTIE
NBC—Amos 'n' Andy
McDONALD, DONALD
ABC—Theater Guild on the Air
McDONALD, CRAIG
ABC—Fishing & Hunting Club of the Air, Dick Tracy
McDONNELL, CRAIG
NBC—Eileen Barton Show

McGEEHAN, PATRICK JOSEPH
Actor; b. Steelton, Pa., Mar. 4, 1907; Univ. of Va.; Red Skelton; Joan Davis; Abbott & Costello; Life of Riley; Picture trailers; narrations

McGEHEE, GENE
KFH, Wichita, Kans.
Morning Merry-Go-Round
McGOVERN, JOHN
ABC—My True Story
McGRATH, BYRON
ABC—My True Story
McGRATH, PAUL
CBS—Big Sister
ABC—Theater Guild on the Air
McGREGOR, CATHY
ABC—My True Story
McGUIRE, BOBBY
MBS—Twenty Questions
McHUGH, FRANK
CBS—That's Finnegan
McKEE, BLANCHARD
ABC—Tennessee Jed
McKEEN, EDDIE
ABC—The Al Pearce Show
McLAUGHLIN, ARLINE
KYUM, Yuma, Ariz.
Songs by Arline
McLAUGHLIN, DON
ABC—Counterspy
McMICHAELS, FLORENCE (Flo)
NBC—Bernie West's Carnival, Lee Sullivan's Vest Pocket Varieties, Jimmy Edmondson Show


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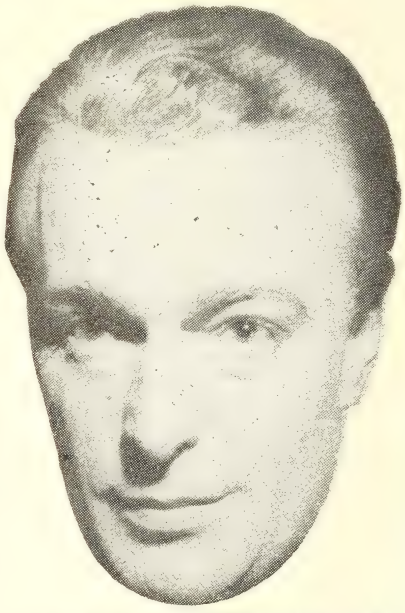
7225 Hollywood Blvd.
Hollywood, Calif.

BEST WISHES,

WISHES THAT IS

KENNY DELMAR

PETER DONALD



STAATS COTSWORTH

LEx. 2-1100

McNEILL, DON
ABC—Breakfast Club
McNELLIS, MAGGI
NBC—Maggi's Private Wire
McQUEEN, BUTTERFLY
ABC—The Fitzgeralds
McVEAGH, EVE
ABC—My True Story
McVEY, TYLER
ABC—Glamour Manor
MEADER, BRENTON
WEAN, Providence, R. I.
Dr.'s Orders, Album of Courageous Women
MEES, OSCAR
WCMW, Canton, O.
MEIGHAN, JAMES
MBS—Adventures of the Falcon
MELVIN, AL
ABC—My True Story
MENKEN, HELEN
ABC—Woman's Exchange, Theater Guild on the Air
MERANDE, DORO
ABC—Theater Guild on the Air
MERMAN, ETHEL
ABC—Stairway to the Stars
MERRILL, GARY
ABC—My True Story
MERRILL, LOU
CBS—That's Finnegan
MICHAEL, MARY
ABC—My True Story
MILLER, MARVIN
MILLER, SIDNEY
CBS—Maisie
MILLER, TONY
ABC—Theater Guild on the Air
MILLER, W. A.
KRIG, Odessa, Tex.
Little Theater
MILLS, FRANK
WBAP-KGKO, Fort Worth, Tex.
Your Story Parade
MINER, JAN
CBS—Perry Mason

MITCHELL, LES
(Mitchell, Lester M.); Actor, producer, writer; b. Malinta, O., Theater of Famous Radio People; Oct. 27, 1904; Univ. of Toledo; Masquerade; Skippy Hollywood Theater.

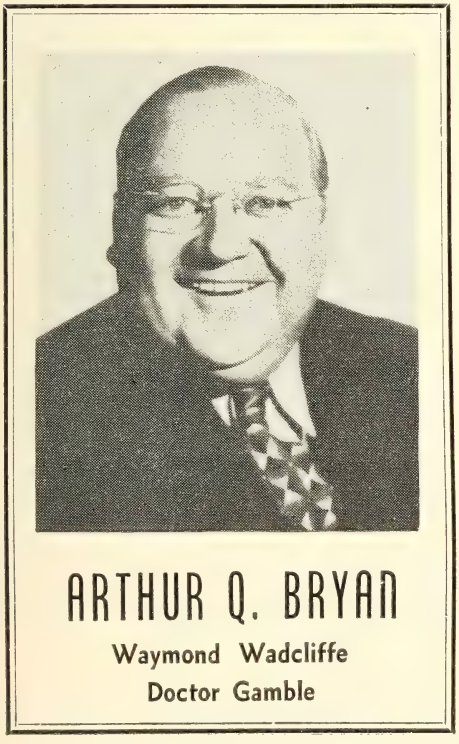
MITCHELL, SHIRLEY
MBS—McGarry and His Mouse
MOLINARO, LARRY
WNAR, Norristown, Pa.
MONAHAN, DICKIE
ABC, Alan Young Show, My True Story
MONKS, JAMES
ABC, My True Story

MOORE, GARRY
Comedian; b. Baltimore, Md., Jan. 31, 1915; Baltimore City Coll.; Durante - Moore Show (CBS); Elgin Thanksgiving Show (CBS); Command Performance; Dinah Shore Show (CBS).

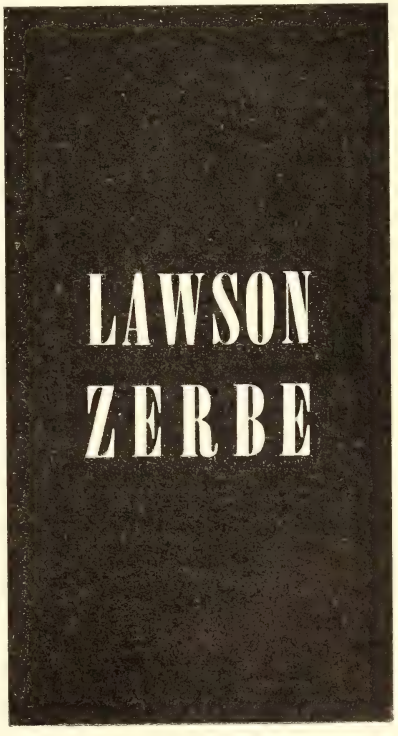
MOORE, MARY ALICE
ABC—My True Story
MOOREHEAD, AGNES
CBS, Mayor of the Town
MORAN, BETTY
NBC, Today's Children
MORGAN, CLAUDIA
CBS, Adventures of the Thin Man
MORGAN, ELIZABETH
ABC, My True Story
MORGAN, FLOYD T.
KVNU, Logan Utah
KVNU Players

MORGAN, FRANK
(Wupperman, Francis Phillips); Actor; b. New York, N. Y., June 1, 1890; Cornell Univ.; Dr. Thaddeus Q. Tweedy on Frank Morgan Show

MORGAN, HENRY
ABC, Here's Morgan, Henry Morgan Show
MORGAN, JOHNNY
NBC—Johnny Morgan Show
MORRIS, BEN
WKY, Oklahoma City, Okla.
MORRIS, ELSIE
KYW, Philadelphia, Pa.
Dorothy Derby
MORRISON, BRETT
ABC, My True Story
MBS, The Shadow
MORRISS, JOE
MBS, Gold & Silver Minstrels
MORROW, IRVING
ABC, My True Story
MORTENSEN, ARTHUR
KOVO, Provo, Utah
Friendly Visitor
MOSS, ARNOLD
ABC, Warriors of Peace, Meet Me In Manhattan



ARTHUR Q. BRYAN
Waymond Wadcliffe
Doctor Gamble



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Brooks Atkinson, N. Y. Times

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Harry Hershfield, Sunday Mirror

". . . a noteworthy type, as a Jewish next-door neighbor with sharp ideas on economics and ideologies." **Variety**

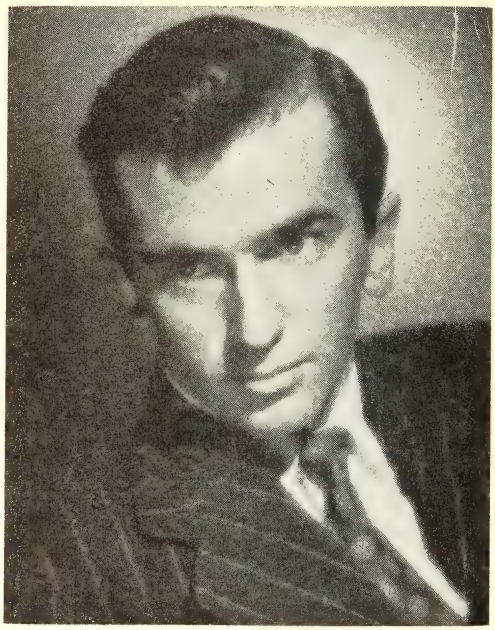
". . . the priceless Mr. Kaplan becomes real and marvelous when he sticks his head out of the window and condemns reactionary parents and capitalistic society in a moment of spoken dialogue which is one of the big hits of the show."
Olin Downes, N. Y. Times

LE. 2-1100

VERNA FELTON

"JOAN DAVIS" Show

"RED SKELTON" Show



JACKIE KELK

MULLEN, CHARLES
NBC—Adventures of Archie Andrews
MURDOCK, KERMIT
ABC, My True Story
MUSE, KRUGER
KFPW, Fort Smith, Ark. Director Little Theater
MYERS, JOE
WKY, Oklahoma City, Okla.

— N —

NACHE, CHAYA
ABC, Junior Junction
NEELY, HENRY M.
ABC, My True Story
NEILSON, FRANCIS
ABC, My True Story
NEISEN, CLARE
NBC, Backstage Wife
NELSON, DICK
ABC, My True Story, Willie Piper
NELSON, FRANK
NBC, Sealtest Village Store
NELSON, JOHN
ABC, Bride & Groom
NELSON, OZZIE
CBS, Adventures of Ozzie & Harriet
NELSON, RICK
WSAP, Portsmouth, Va. Listen
NEWMAN, EDDIE
ABC, The Ruckus Room
NILSSON, NORMA JEAN
Lux Radio Theater, Stars Over Hollywood, Screen Guild Players, This Is My Best, Eddie Bracken Story, The Jack Carson Show.
NOA, JULIAN
ABC, My True Story
NOBLES, EDNA
WIRA, Fort Pierce, Fla. In The Woman's World
NORMAN, GENE
KFWB, Hollywood, Calif.
NORTON, JACK
CBS, Eddie Bracken Show
NOVELLO, JAY
NBC, Masquerade

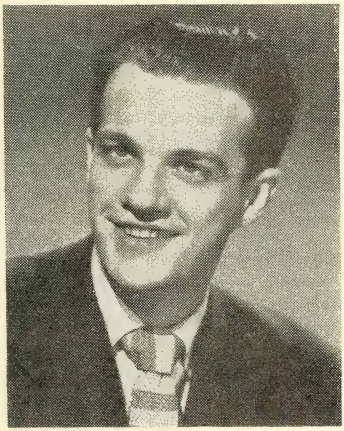
— O —

O'BRIEN, VINCENT
KDKA, Pittsburgh, Pa. School of the Air, Adventures in Research, On Their Own
OCKO, DANNY
ABC, My True Story, Theater Guild on the Air
O'HARA, SHIRLEY
ABC, My True Story, Theater Guild on the Air
OLIVER, SHIRLEY
ABC, My True Story
OLIVER, STERLING
ABC, My True Story

OLSEN, JOHNNY
(Olsen, John L.); Radio performer, writer, producer, singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business College; Ladies Be Seated (ABC); Johnny Olsen's Rumpus Room (ABC); Ladies Be Seated (Tele, WABD); Olsen Rumpus Room (Tele, WPTZ, WABD); Club Matinee (ABC)
OLSON, OLE
ABC, Breakfast Club, Quiz Kids
O'MALLEY, NEIL
ABC, My True Story
ORR, ANGELYN
MBS, Captain Midnight
ORTEGA, SANTOS
CBS, Big Sister
OSTERWALD, BIBI
ABC, Theater Guild on the Air
OTIS, DON
Don Lee Network
OVERTON, GEORGE
KTMC, McAlester, Okla.
OWEN, ETHEL
ABC, The Listening Post

— P —

PAAR, JACK
ABC, Stairway to the Stars
PACKAM, BILL
ABC, Club Matinee, Packam Inn
PAGE, GALE
NBC, Today's Children



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• Writer
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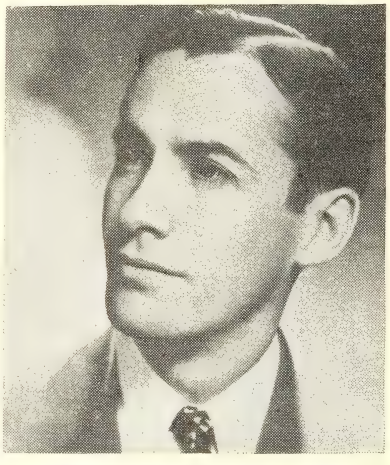
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HENRY MORGAN SHOW—ABC

ROBERT COE ASSOCIATES

'ENOR' on "Lone Journey"
CBS
'HOT SHOT CHARLIE' on
"Terry & The Pirates"
ABC
TELEVISION

PALMER, ILENE
NBC, Road of Life
PARKER, WOODY
CBS, Rosemary
PARKHIRST, FRANK
ABC, My True Story
PARKS, BERT
MBS, Judy 'n Johnny
ABC, Try 'n Find Me, Break the Bank, Hires Sunday Party
PARKYAKARKUS (EINSTEIN, HARRY
NBC, Meet Me At Parky's
PARSONS, HARRIET
ABC, The Louella Parsons Show
PATEKY, VERONIKA
NBC, Women In White
PATRICK, PAT
NBC, Edgar Bergen Show
PATTERSON, NEVA
ABC, Blind Date
PATTON, MARY
ABC, My True Story
PAWLEY, ED
CBS, Big Town
PAYNE, VIRGINIA
CBS, Ma Perkins
PEARCE, AL
ABC, The Al Pearce Show
PEARSON, BEATRICE
ABC, Theater Guild on the Air
PEARSON, GEGE
NBC, Red Skelton Show
PEARSON, TED
NBC, Cavalcade of America
PEARY, HAL
NBC, The Great Gildersleeve
PENMAN, CHARLES
ABC, My True Story
PERERA, LYDIA
NBC, Story to Order
PERKINS, JUDY
MBS, Checkerboard Jamboree

PERROTT, RUTH

Actress, radio, stage, screen; b. Washington, D. C.; Carnegie Tech; Aunt Aggie on Judy Canova Show; Mrs. Johnson on Allan Young Show; Mrs. Pringle on Eddie Bracken Show; Hollywood Players; Lux Show; Screen Guild Show

PETERSON, LEUKA
ABC, My True Story
PETRIE, GEORGE
ABC, My True Story
PETUE, GEORGE
ABC, My True Story
PIERCE, MADELEIN
ABC, My True Story
PIOUS, MINERVA
ABC, Alan Young Show, Radio Hall of Fame
CBS, Lone Journey
PITT, EMMA
ABC, My True Story
POLESIE, HERB
MBS, Twenty Questions
POLLACK, BOB
ABC, My True Story
POLLACK, BOB
KTAR, Phoenix, Ariz.
POST, BILL
ABC, My True Story
POST, ELAINE
ABC, My True Story
POST, TOM JR.
ABC, My True Story
POTTER, PAUL
CBS, The Strange Romance of Evelyn Winters
POTTER, PETER
KHJ, Hollywood, Calif.
PRENTISS, ED
MBS, Captain Midnight
PRESSMAN, DAVID
ABC, My True Story
PRICE, LEIGH
ABC, My True Story
PRICHETT, FLORENCE
MBS, Leave It To The Girls
PRIESTLEY, HARRIET
ABC, My True Story

PROFESSOR QUIZ

(Craig, Earl); Radio performer; b. Boston, Mass.; Tufts; Harvard; Professor Quiz

PRUDHOMME, CAMERON
ABC, Theater Guild on the Air
CBS, David Harum
PRYOR, ROGER
ABC, Theater Guild on the Air
PUTCH, BILL
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
PUTNAM GEORGE CARSON
MBS, Spotlight on America

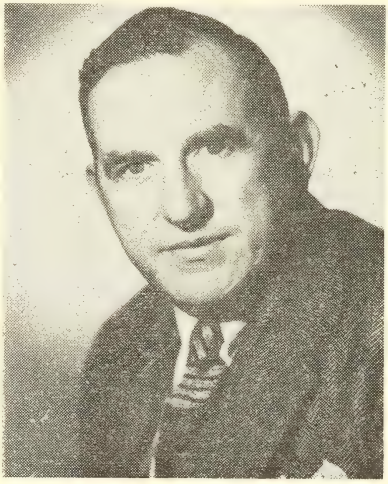
— Q —

QUIGLEY, ROBERT
ABC, My True Story

DON MARTIN



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ED BEGLEY

Will Brown—"Aldrich Family"—NBC
Sgt. O'Hara — "Fat Man" — ABC
Pete Stone — "Big Sister" — CBS
Francis Hayfield—"Myrt & Marge"—Mutual



PAUL DUBOV

Hollywood Story ..... ABC
Ellery Queen ..... CBS

ROBERT COE ASSOCIATES

TELEVISION



PAT McGEEHAN

- "RED SKELTON" Show
- "JOAN DAVIS" Show
- "ABBOTT & COSTELLO" Show

AMANDA RANDOLPH

"Aunt Jemima" on
'Ladies Be Seated' . . . ABC

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Spot Announcements

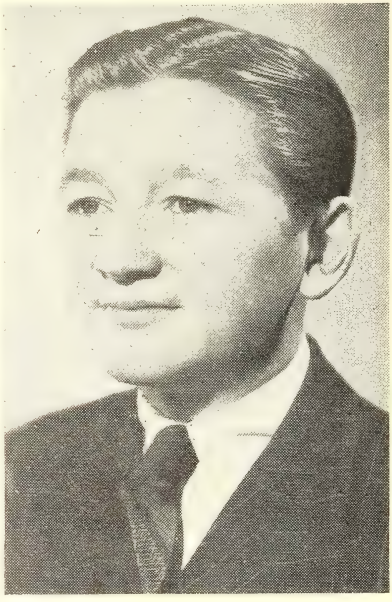
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Singing Commercials

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Television

ROBERT COE ASSOCIATES



Walter "Leroy" Tetley

QUINN, BILL
ABC, My True Story
QUISTAL, MAE
ABC, My True Story

QUIZ KIDS
NBC

— R —

RABY, JOHN
NBC, When a Girl Marries
RAEBURN, BRYNA
ABC, My True Story
RAFETTO, MICHAEL
ABC, Glamour Manor
RAHT, KATHERINE
NBC, Aldrich Family
RAINEY, TOM
ABC, My True Story
RAINEY, WILLIAM
ABC, My True Story
RAND, EDWIN
NBC, Today's Children

RANDOLPH, AMANDA
Actress, vocalist; b. New York, N. Y.; Ladies Be Seated (ABC); Young Dr. Malone; Hour Glass (NBC Tele)

RANDOLPH, DON
ABC, My True Story
RANDOLPH, LILIAN
NBC, The Great Gildersleeve
RAPHAEL, GERRIANNE
CBS, Rosemary
RATHBONE, BASIL
MBS, Scotland Yard
RAUH, HELEN
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
RAWLINSON, HERBERT
NBC, Masquerade
RAWLS, EUGENIA
ABC, My True Story
READICK, FRANK
ABC, Fishing & Hunting Club
CBS, Crime Doctor
REDFIELD, BILLY
ABC, Willie Piper
REED, ALAN
CBS, Baby Snooks Show, Jack Carson Show
REED, CAROL
WPEN, Philadelphia, Pa.
Holiday Inn, Four Star Final
REID, ELLIOTT
ABC, Theater Guild on the Air
REINHEART, ALICE
MBS, Abbott Mysteries
RICE, ROSEMARY
ABC, My True Story
RICH, BARBARA
WMBG, Richmond, Va.
WMBG Summer Theater
RICH, DORIS
NBC, Stella Dallas; Portia Faces Life
RICHARDS, GRANT
ABC, My True Story
RIDGELEY, HARRY
WTAM, Cleveland, O.
In Another World
RIEHL, DAVID
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
RIGGS, TOMMY
ABC, Tommy Riggs Show
RINARD, FLORENCE
MBS, Twenty Questions
RITTER, THELMA
NBC, McGarry and His Mouse
RIVERS, ANTHONY
ABC, My True Story
ROBBINS, PATRICIA
ABC, My True Story
ROBERTS, KEN
Quick As A Flash
ROBERTS, LORRAINE
KDB, Santa Barbara, Calif.
KDB Playhouse
ROBIN, MILDRED
ABC, My True Story
ROBINSON, BARTLETT
ABC, My True Story
ROBINSON, FRANCES
ABC, Murder and Mr. Malone
ROBINSON, LARRY
ABC, Tennessee Jed, My True Story

ROCHESTER
(Andersen, Edmund Lincoln); Actor; b. San Francisco, Calif., Sept. 18, 1905; Comedian on the Jack Benny Show
ROESSLER, ELMIRA
ABC, Packham Inn

ROGERS, ROY
Actor; b. Dick Run, O.; Saturday Night Round-Up (NBC)



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NEW YORK HOLLYWOOD

ROLF, ERIC
NBC, Bob Burns Show
ROLFE, MARY
CBS, Rose of My Dreams
ABC, My True Story
ROMANO, AMELIA
ABC, My True Story
RONSON, ADELE
ABC, My True Story
ROOS, JEANINE
NBC, Fitch Bandwagon
ROSE, NORMAN
ABC, My True Story
ROSS, EARLE
CBS, Mel Blane Show

ROST, ELAINE

Actress; b. Cincinnati, O.; Cincinnati Conservatory of Music; Reader's Digest; Gangbusters; NBC Tele; Eternal Light; Famous Jury Trials; Up to Youth; Spotlight on America (MBS); Aunt Jenny (CBS)

ROUVEROL, JEAN
NBC, One Man's Family
ROVENTINI, JOHNNY
NBC, Johnny Presents the Philip Morris Program; Philip Morris Follies of 1946; Philip Morris Frolics
ROWLAND, SAM
KWKW, Pasadena, Calif.
RUBIN, JACK
ABC, The O'Neills
RUICK, MEL
ABC, My True Story
RUSSELL, RUTH
ABC, My True Story
RUSSELL, TODD
ABC, Try 'n Find Me
MBS, Double Or Nothing
RUTHERFORD, ANN
CBS, Eddie Bracken Show

RYAN, IRENE

(Knox, Irene); Actress; b. El Paso, Tex.; Jack Carson Show (CBS)

RYAN, PATRICIA
MBS, Real Stories from Real Life
ABC, My True Story

— S —

SACHS, ADELAIDE
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
ST. JOHN, LEWIS
KHOZ, Harrison, Ark.
SAUNDERS, STEVE
MBS, Singing Swethearts
SAWIN, LOUIS
WKLX, Lexington, Ky.
Lexington Air Theater
SCHLEIFER, KEN
WGIL, Galesburg, Ill.
County Express
SCHNABEL, STEFAN
ABC, Theater Guild
SCOURBY, ALEX
ABC, Hour of Mystery
SCOTT, ALAN
MBS, Easy Does It
SCOTT, BYRON
WHMV, E. St. Louis, Ill.
Special Events

SCOTT, FRANCES

(Basch, Frankie S.); MC, commentator, actress, writer; b. San Francisco, Calif.; MC, Topsy Turvy Quiz Tele Show; MC, Let's Play Reporter; MC and star interviewer, Starlited Revue; Commentator, It Takes a Woman; Fact or Fantasy; Personality Parade

SCRIBNER, JIMMY
MBS, The Johnson Family
SEYMOUR, DAN
CBS, Aunt Jenny
SHAW, JOSEPH
WAGC, Chattanooga, Tenn.
Chattanooga Talent Parade
SHAW, MARTHA
Retribution, Dark Venture, Romance of Ranchos, Meet The Missus, Surprise Party, Armed Forces Radio.
SHELLEY, BILL
ABC, My True Story
SHEPHERD, ANN
CBS, Big Sister
SHIELDS, HELEN
ABC, Theater Guild, My True Story
SHIPP, MARY
NBC, Aldrich Family
SHIRLEY, ALFRED
ABC, Theater Guild, My True Story
SHOCKLEY, MARION
CBS, Road of Life
ABC, My True Story
SHORE, DINAH
CBS, Dinah Shore Show

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and
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EDDIE "ROCHESTER" ANDERSON

SHORT, ELSA
WWWB, Jasper, Ala.
Children's Hour
SHRINER, HERB
NBC, Philip Morris Follies of 1946; Philip Morris Frolics
SICKLES, WALTER
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
SILETTI, MARIO
WNYC, New York, N. Y.
One Night Stand
SIMMS, GINNY
CBS, Ginny Simms Show
SINGLETON, DORIS
NBC, Alan Young

SINGLETON, PENNY

(Sparks, Mrs. Robert S.); Actress, screen, radio; b. Philadelphia, Pa.; Blondie (CBS) (Columbia Pictures)

SKELTON, RED

Comedian; b. Vincennes, Ind., July 18, 1913; The Red Skelton Show (NBC)

SKINNER, CORNELIA OTIS
NBC, Johnny Presents the Philip Morris Program
SKINNER, MERRILL
KTFI, Twin Falls, Idaho
SLATER, BILL
MBS, Twenty Questions
SLOANE, EVERETT
ABC, Listening Post, Hiroshima
SLOFOOT, DENNY
KMBC, Kansas City, Mo.
Early Bird Jamboree, Brush Creek Follies
SMART, JACK
ABC, The Fat Man
SMITH, BILL
CBS, Rose of My Dreams
SMITH, SYDNEY
MBS, Real Stories from Real Life

SMITH, WONDERFUL

Actor; b. Arkadelphia, Ark., June 21, 1911; The Red Skelton Show (NBC)

SMOLEN, VIVIAN
CBS, Our Gal Sunday
SMYTHE, J. ANTHONY
NBC, One Man's Family
SNERD, MORTIMER (BERGEN, EDGAR)
NBC, Edgar Bergen Show
SNYDER LOUISE
MBS, Adventures of the Falcon
SONDERGAARD, HESTER
ABC, My True Story
SOUTHERN, ANN
CBS, Maisie
SPADAFORE, JOE
KWFC, Hot Springs, Ark.
KWFC Jamboree
SPENCER, EDITH
CBS, Aunt Jenny
STAFFORD, HANLEY
CBS, Baby Snooks Show, Blondie
STANFORD, BOB
WFAA, Dallas, Tex.
STANFORD, LES
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
STANG, ARNOLD
ABC, Theater Guild, Henry Morgan Show
STARKEY, JED
KMBC, Kansas City, Mo.
Dinner Bell Roundup, Brush Creek Follies
STATES, CONNIE
WCED, Dubois, Pa.
Tri-County Bulletin Board
STEARNS, CONSTANCE
WEAN, Providence, R. I.
Dr's Orders, Album of Courageous Women
STEHIL, EDGAR
NBC, Cavalcade of America; Home Is What You Make It; David Harum; Life Can Be Beautiful; Eternal Light; Front Page Farrell; Backstage Wife
STEVENS, JULIE
CBS, Romance of Helen Trent
STEVENS, KAY
WSM, Nashville, Tenn.
STEWART, HARRY
CBS, That's Finnegan
STEWART, JAY
ABC, What's Doing Ladies
STONE, ANN
MBS, Count of Monte Cristo

STONE, EZRA

(Bialagrudski, Ezra A.); Actor, director; b. New Bedford, Mass., Dec. 2, 1917; Oak Lane Country Day School of Temple Univ., American Academy of Dramatic Art; Aldrich Family

STONE, PAULA
MBS, Leave It To The Girls
STONE, SALLY
MBS, Singing Sweethearts
STRATTON, CHESTER
ABC, Theater Guild, My True Story
STRATTON, GIL JR.
MBS, Those Websters

STRICKLAND, AMZIE

Actress; b. Ok'ahoma City, Okla.; Univ. of Okla., B.A.; Reader's Digest; Jones & I; Your FBI; Helen Trent; Famous Jury Trials; The Fat Man

STROOCK, GLORIA
MBS, Crimes of Carelessness
STUDEBAKER, HUGH
NBC, Women In White
STUDER, HAROLD
NBC, Adventures of Frank Merriwell

STYLES, HAL

KFWB—Vets Talk It Over
KFWB—So You'd Like To Be in Radio

SULLIVAN, ELLIOTT
ABC, My True Story
SULLIVAN, LEE
NBC, Lee Sullivan's Vest Pocket Varieties
SWEENEY, BOB
CBS, Sweeney & March
SWEET, MARION
ABC, My True Story
SWENSON, KARL
CBS, Our Gal Sunday

— T —

TANNEN, ERNEST
WSAP, Portsmouth, Va.
Listen
TARPLIN, MAURICE
MBS, Mysterious Traveler
TAYLOR, BEVERLY
ABC, Club Time
TAYLOR, DEEMS
NBC, RCA Show
TAYLOR, GLENN
WTOP, Washington, D. C.
Mr. & Mrs. Harmony
TEEMAN, ANNE
ABC, My True Story
TENNYSON SCOTT
ABC, Theater Guild
TERRY, RENEE
ABC, My True Story

TETLEY, WALTER

Actor; b. New York, N. Y.; Leroy on The Great Gildersleeve; Breakfast in Hollywood (ABC)

TETZEL, JOAN
ABC, Theater Guild

THOMAS, ANN

Actress; b. Newport, R. I.; Professional Children's School; Theater Guild; Molle Mystery; The Fat Man; Willie Piper; Mennen Shavetime; Hour Glass (Tele)

THOMAS, JOHN
ABC, Tennessee Jed
THOMAS, MILLICENT
WAGC, Chattanooga, Tenn.
Luncheon Club
THOMAS, PERSIS
WHBC, Canton, O.
New Citizens
THOMPSON, BARRY
ABC, Dick Tracy, My True Story
MBS, Adventures of the Sea Hound
THOMPSON, BILL
ABC, Billy Thompson Show
THORNE, SUSA
MBS, House of Mystery
THORSON, RUSSELL
NBC, One Man's Family
THUNHURST, BILL
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own
TIPPETTS, TWAIN
KSUB, Cedar City, Utah
B.A.C.

TODMAN, BILL

CBS—Winner Take All

TOLLIVER, TOBY
KVAK, Atchison, Kans.
TOMLINSON, ADELINA
ABC, Good Morning, It's Knight
TOMLINSON, ELAINE
KLWT, Ogden, Utah
TOMPKINS, JOAN
CBS, David Harum
TONGE, PHILIP
ABC, Theater Guild
TRAMMELL, LYNN
WBAP-KGKO, Fort Worth, Tex.
Your Story Parade
TREACHER, ARTHUR
CBS, Jack Carson Show
TREMAYNE, LES
MBS, Abbott Mysteries
TRENT, YBIL
ABC, My True Story
TRIBBLE, MARTHA ANN
WSM, Nashville, Tenn.

TROUT, DINK
NBC, Life of Riley, Dennis Day Show
TRUMAN, PAULA
ABC, Theater Guild
TUBB, ERNEST
MBS, Checkerboard Jamboree

TUTTLE, LURENE
(Tuttle, Lurene Susie); Radio actress; b. Pleasant Lake, Ind., Aug. 20, 1907; Pasadena Jr. College; U.S.C. Drama Course; Effie on Sam Spade; Jane Burton on Dick Haymes Show; Nellie on Burns & Allen; Hollywood Players; Hollywood Star Time; The Whistler; The Bill Gargan Show

TWAMLEY, MACK
ABC

— U —

URRY, FRANCIS
KSL, Salt Lake City, Utah
Bates Boys

— V —

VAGUE, VERA
ABC, Alan Young Show
VALENTINE, LEW
ABC, Curtain Time
VALENTY, LILI
ABC, Theater Guild
VALLEE, RUDY
NBC, Rudy Vallee Show
VAN DEVANTER, FRED
MBS, Twenty Questions
VAN HARVEY, ART
MBS, Vic & Sade
VAN ROOTEN, LUIS
ABC, My True Story
VARDEN, EVELYN
CBS, The Second Mrs. Burton
VASS, VIRGINIA
MBS, Buck Rogers
VAUGHAN, BERYL
ABC, Sky King, Curtain Time
VAUGHAN, WALTER
ABC, My True Story, Labor USA, Powers Charm School
VINES, LEE
CBS, Bouquet for You
VINTON, ARTHUR
CBS, Crime Doctor
VOLA, VICKI
ABC, Betty Moore, My True Story
VOLKMAN, LOIS
ABC, My True Story

VON ZELL, HARRY R.
Actor; b. Indianapolis, Ind., July 11, 1906; Eddie Cantor Show; Dinah Shore Show; Joan Davis Show; Guest spots on Fibber McGee & Molly; Duffy's Tavern; Screen Guild; Jack Haley; etc.
VON ELTZ, THEODORE
NBC, Woman In White

— W —

WADE, ERNESTINE
NBC, Amos 'n' Andy
WALDO, JANET
CBS, Eddie Bracken Show
WALL, LUCILLE
NBC, Lorenzo Jones; Portia Faces Life
WALLER, FRED
MBS, Dixie House Varieties
WANAMAKER, SAM
ABC, My True Story
WARBURTON, JOAN
ABC, My True Story
WARD, PALMER
ABC, My True Story
WATERMAN, WILLARD
MBS, Those Websters
WATKINS, LINDA
ABC, My True Story
WATTS, ELIZABETH
ABC, My True Story
WEBB, JANE
MBS, Those Websters
WEBER, NED
MBS, Bulldog Drummond
WEBER, KARL
CBS, The Strange Romance of Evelyn Winters
WEBSTER, CHARLES
NBC, Backstage Wife
WEEKS, BARBARA
ABC, Theater Guild on the Air
CBS, Young Dr. Malone
WEIST, DWIGHT
CBS, The Second Mrs. Burton, Big Town
WELLS, SARAJANE
NBC, Woman In White
WENCIL, RAY
ABC, Al Pearce and His Gang
WEST, BERNIE
NBC, Bernie West's Carnival; Jimmy Edmondson Show
WEST, BETTY
ABC, Ted Malone
WEVER, NED
NBC, Young Widder Brown; Lora Lawton
WHITE, JOSHUA
ABC, Unhappy Birthday
WHITFIELD, ANNE
NBC, Fitch Bandwagon, One Man's Family
WHITMAN, GENE
NBC, The Pacific Story
WICKES, MARY
NBC, Lorenzo Jones
WICKHAM, ANN
ABC, Powers Charm School
WILKINS, MARION
Cavalcade of America; Lum 'n' Abner; Eddie Bracken; Romance of the Rancho
WILLCOX, DAVE
CBS, The Jack Carson Show
WILLIAMS, FLORENCE
NBC, Barry Cameron; Front Page Farrell
WILLIAMSON, DUD
MBS, What's the Name of That Song
WILLOCK, DAVE
CBS, Jack Carson Show
WILLS, SI
CBS, Joan Davis Show
WILSON, ETHEL
ABC, My True Story

WILSON, STU
(Wilson, Stuart); Radio actor, announcer, MC, writer, commentator; b. Chicago, Ill., Sept. 24, 1908; Univ. of Calif.; Quiz of Two Cities; Surprise Party, Examiner Comics; Tommy Dorsey vocalist-finals (Tele).

WILSON, WARD
Radio performer; b. Trenton, N. J., May 22, 1903; Univ. of Penna.; Can You Top This; Aldrich Family; Mr. District Attorney; Gloomdodgers; WHN Sports

WINKLER, BETTY
CBS, Rosemary
WINSLOW, PAULA
NBC, Life of Riley
WINTERS, JOHN
NBC, Adventures of Frank Merriwell
WINTERS, MARION
ABC, My True Story
WINWOOD, ESTELLE
ABC, Theater Guild on the Air
WOLFE, SHIRLEY
ABC, Clebrity Night, Allen Prescott's Party, Meet Me in Manhattan
WOLFE, WINIFRED
NBC, One Man's Family
WOLFSON, MARTIN
ABC, My True Story
Sandy Hills
WOODS, LESLIE
NBC, Joyce Jordan
WRAGGE, BETTY
ABC, My True Story
WRAGGE, EDWARD
ABC, My True Story

— Y —

YARBOROUGH, BARTON
NBC, One Man's Family
YORK, DICK
ABC, Teen Town
YOUNG, AGNES
ABC, Theater Guild on the Air

YOUNG, ALAN
(Young, Angus); Radio, screen actor; b. North Shields, Northumberland, Eng., 1919; Alan Young Show (NBC).

YOUNG, CARLETON
MBS, Count of Monte Cristo
YOUNG, ROLAND
NBC, Johnny Presents the Philip Morris Program

YOUNGMAN, HENNY
Comedian; b. London, Eng. Mar. 16, 1906; Kate Smith Show; Raleigh Cigarettes; Hildegarde; Philco.

YOURMAN, ALICE
ABC, My True Story

— Z —

ZERBE, LAWSON
NBC,CBS,ABC

ZUCKERT, BILL
ABC, My True Story
ZUIKEE, PEGGY
ABC, My True Story

"THEY ARE OUR FOLK SONGS"

By **RILEY SHEPARD**, *President, American Federation of Folk Artists*



Riley Shepard

NOTHING explains the basic characteristics of a Nation so well as its music, —especially its folk songs. Folk songs are reflections of the ideas, the religious and moral beliefs, the humor and despair of a people. In America, our folk songs are found in many interesting varieties. We have, for instance, the "blues," the "spirituals," and the ballads and jingles of the rural areas and the far west. But America, more than any other nation, has overlooked its folk songs. It has, instead of giving them the proper attention, imported folk songs of other nations. These importations are now in vogue, and are exploited as real folk music through-out the country. In fact, the exploitation of this imported folk music has been so successful that our own crop of folk songs, except those composed by Stephen Foster and a few others, are ignored as folk songs and are classified, in the large, as "hillbilly."

●

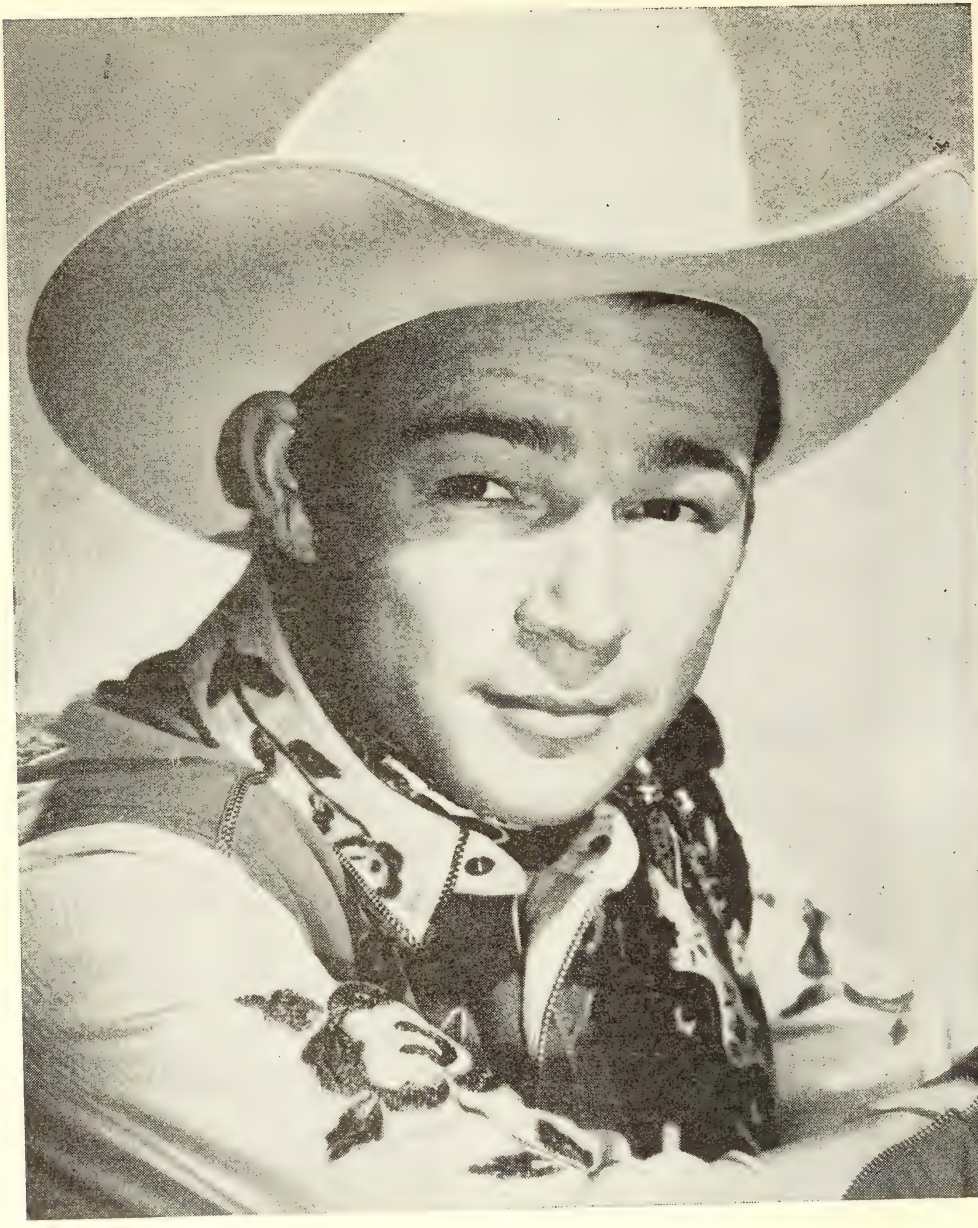
Contrary to the commercial and so-called "artistic" opinion, folk songs do not have to be traditional. That is to say, they do not have to be so old that their composers are forgotten before being classified as folk songs. A folk song is not a complicated musical composition, nor is it necessarily a simple composition that has endured through the years due to continued exploitation. A real folk song is a song of and about the people, and it is kept alive by the people. The status of a folk song is not determined by its age, and whether the composer is known or forgotten is a superficial point. "HOME ON THE RANGE" is a folk song, though the composer is unknown; yet it is no more of a folk song than are the compositions of Stephen Foster, whose name is a household word. This comparison holds true for the thousands of "spirituals," "blues tunes" and hillbilly and cowboy songs. They are folk songs whether they were written last year or a hundred years ago. If they were accepted by the people and kept alive by them as musical and lyrical expressions of their beliefs and feelings, then they are folk songs! The most important thing to remember is that a folk song of any one nation could not have been produced in any other nation.

●

Folk songs are exclusive to the countries and people that give them birth. That is why "hillbilly" and "cowboy" songs are American Folk Songs, and should be classified as such. "Red River Valley," "Frankie and Johnnie," "Bury Me Not on the Lone Prairie," and other such songs, whether of the past or the present, are purely American and could not have been produced in any other Nation. Nearly all folk songs are similar in form and construction—but if we study the folk songs of different Nations, we find that they are psychologically different in content. This psychological difference is even found in folk songs that originate in different sections of the same Nation. This is especially true of America, where even the manner of speech varies. And if we study the contents of these songs attentively, they will give us a better understanding of America and its people than all the books on civics, geography and history combined. People sing of their likes and dislikes, their joys and sufferings, their political and moral opinions; in short, they sing of any and everything that affects their lives.

●

Suffice it to say that the population of America is still composed essentially of country folk. Industry developed and concentrated and wrought a shift in population and economy so that today we have more people living in towns and cities than are living in the country, but this sudden change from agricultural to industrial economy has not as yet worn away the rural ideologies of the people. The average American is nothing more nor less than a farmer moved to town; and when he came, he brought along his philosophy. Therefore, if you would know America, you must first know these people; and there is no better way of getting to know them than through the songs that reflect their ideas and tell of their activities. The majority of these songs are currently called "hillbilly"—but in them you will find the story and the thoughts of the average American.



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"King of the Cowboys"

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COAST-TO-COAST and CANADA
Over N.B.C.

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ART RUSH, INC.
Hollywood

American Folk Artists
—their work during 1946

— A —

ACREE, CHUCK
KOMA
AHLAN BROTHERS (Fred & Slim
MBS, NBC
ALKA SELTZER BARN DANCE
WLS
ALL STAR ROUND-UP
WMMN
ALLEN-BROWN JAMBOREE
WHUB
ALLEN, REX
WLS

ALLEN, ROSALIE
WOV

ANDERSON, LES
KTRB
ANN AND HER RAMBLERS
ARIZONA PLAYBOYS
WSYB
ARKANSAS JIM
WMT
ARKANSAS SLIM
WMIS
ARMSTRONG, TOM
WGAR
ARNETT, CHARLIE
WMMN
ARNOLD, TEX
KFEL
ASHLEY, POP
WGAC
AUTRY, DICK
WHEB
AUTRY, GENE
CBS

— B —

BAILES BROTHERS
WSM
BAILEY, BUD 'n' GANG
WHEB
BAR NONE RANCH GANG
WMAN
BAR X COWBOYS
KTHT
BARKER, JOE
WMVA
BARN DANCE
KSAM
BARN DANCE
WCSC
BARN DANCE
WROX
BARN DANCE
WRVA
BARNARD'S HAPPY HILL-
BILLES, BOB
KRMD
BARNYARD FROLICS
WGOV
BARNYARD GANG
WIBC
BAXTER BOYS, STAMPS
KARK
BEAVER, GUBE
WROL
BEAVER, JOE
WGFL
BEAVER VALLEY SWEET-
HEARTS
WISR
BECKWITH, CLIFF, JR.
WPTF
BELLE BOYS
WJLS
BESS, JEFF
WLAC
BIG CHIEF
WAPO
BIG SLIM
WWVA
BOYD'S RAMBLERS, BILL
WRR
BLANCHARD, LOWELL
WNOX
BLUE BONNET GIRLS
WMMN
BLUE CHASERS
KRBC
BLUEGRASS SWEETHEARTS
WHOP

DAVE DENNEY

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ABC

Saturdays, 8:15 a.m.

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SINGING

STAR

OF

PRINCE ALBERT'S

"GRAND OLE OPRY"

NBC

COAST TO COAST

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BLUE RIDGE MT. BOYS
KFJB
BLUE SKY BOYS
WGST
BLUE STAR BOYS
WSJS
BOB & DUSTY
WSAP
BOGGS, LUCKY
WPAY
BOND, JOHNNY
KNX
BONNER, ALLEN
WLAG
BOSTON BARN DANCE
WMEX
BOYS OF THE GOLDEN WEST
KVOP
BOYD & GANG, JIM
WFAA
BOYS FROM THE WHITE OAKS
KFNF
BRANER, CLIFF
KFDM
BREAKFAST FROLIC
WJJD
BREAKFAST ON THE FARM
WIBC
BRICKLES MOUNTAINEERS, SLIM
WMOH
BRINK, WHITEY
WKRZ

BRITT, ELTON
Radio and recording artist; b. Cleveland, Okla., 1918; Tennessee Jed (ABC); There's A Star Spangled Banner Waving (Victor record); "Somewhere" sold almost 2,000,000 copies. Known as World's Highest Yodeler"; Conducts own program on WMCA. Flies own plane and is called "Flying Cowboy."

BRONCO BUSTERS
WWSR
JIMMY & MARY BROWN
KGIW
BRUSH CREEK FOLLIES
KMBC
BRYANT, SLIM
KDKA
BUCKEYE RAMBLERS
WIZE
BUCKAROOS
WHO
BUCKEYE FOUR SHOW
KWK
BUTTRAM, PAT
WLS

— C —

CALDWELL, HANK
KMPC
CALGARY KID
NBC

CAMPBELL, CECIL
Musician, hillbilly; b. Danbury, N. C., Mar. 11, 1911; Hayloft Hoedown (WFIL); Guest shots KYW, WSB Barn Dance; Victor Records.

CAMPFIRE ROUND-UP
WFMD
CARD, KEN
KNX
CARGILL CALLING
KMA
CARLISLE BROTHERS
WNOX
CAROLINA CAVALIERS
WSPA
CAROLINA PALS
WKPT
CAROLINA RANCH BOYS
WHIT

CAROLINA PLAY BOYS
NBC—MBS
Sonora Records

CAROLINA VARIETY SHOW
WGNC
CARPENTER, GENE
KGA
CARSON SISTERS
KFNF
CARTER, LOU
WFIL
CARTER SISTERS
WRNL
CARVER, ZEB
WOR
CASCADE RIDERS
KWJJ
CASS COUNTY KIDDS
GENE AUTRY SHOW, CBS
CHECKERBORD JAMBOREE
WHCU
CHECKERBORD JAMBOREE
WLOL
CHEROKEE JACK
KMO
CHESHIRE, PAPPY
KMPC

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KFH
CHOWTIME
KFH
CHUCK WAGON GANG
KGKO
CHUCK WAGON PALS
WMRN
CHUCK WAGON TIME
WJW
CIRCLE K RANCH
WDAS
CLAMBAKE
WJW
CLARK, CLAIR
WEBQ
CLARK, COTTONSEED
Hollywood Barn Dance, CBS
CLARK, DENVER BILL
WKRZ
CLARKE, RAY
WHIS
CLEMENTS, CURLEY
WSM
CLIFF & HELEN
WHO
CLIQUOT CLUB BARN DANCE
KVI
CLYDE & SLIM
KFPY
COFFEE CLUB
WBZ
COOLEY, SPADE
KFVD
CORN DODGERS
WGST
CORNBELT JAMBOREE
KMA
CORNFIELD FOLLIES
KWTO
COUNTRY COUSINS
KRMD
COUNTRY JOURNAL
KMOX
COUSIN LEE
WEEU
COWBOY JACK
KFYR
COWBOY JOE
KVEC
COWBOY SERENADE
WAGM
CRAIN'S RIDERS, JOHNNY
KSAM
CRAWFORD, NAOMI
KWK
CRAZY COWBOY
KTBI
CROMER, EARL
WMOH
CROSSROADS SYMPHONY
WRVA
CULVER, CAL
KFYR
CUMBERLAND VALLEY BOYS
WHOP
CURLY, BUD
WCAP
CURTIS, JOE
WOR

— D —

DALE, CURLY
KFNF
DALE, JIMMY
WAAT
DALHART, VERNON
NBC
DAVIS, CHUCK
KOMA
DAY, JACK
Hayloft Hoedown, ABC
DELANEY, CURT
KVFD
DENVER BILL'S RANCH HANDS
WKRZ

DENNEY, DAVE
(Karlstrand, David, Jr.); Singer, actor, musician; b. Lafayette, Ind., Aug. 25, 1921; Hayloft Hoedown (ABC); Johnny Olsen Rumpus Room (ABC); Dave Denney's Musical Hayride (ABC); Gloomdodgers (WHN); Melody Bar Ranch (Tele-WABD).

DENNEY TIME, EDMUND
WIBW

DENVER DARLING
WNEW—DeLuxe Records
DE YOUNG, JOHN
WGL
DIAL, CHARLIE
KLRA
DINNERBELL ROUND-UP
KMBC
DIXIE DRIFTER
WROX
DIXIE DRIFTERS
WHUB
DIXIE DUDES
WPTF
DIXIE PALS
WKRZ

FRED KIRBY

SONORA RECORDS

NBC — MUTUAL — CBS

Currently

CBS—COAST TO COAST

WBT, CHARLOTTE, N. C.

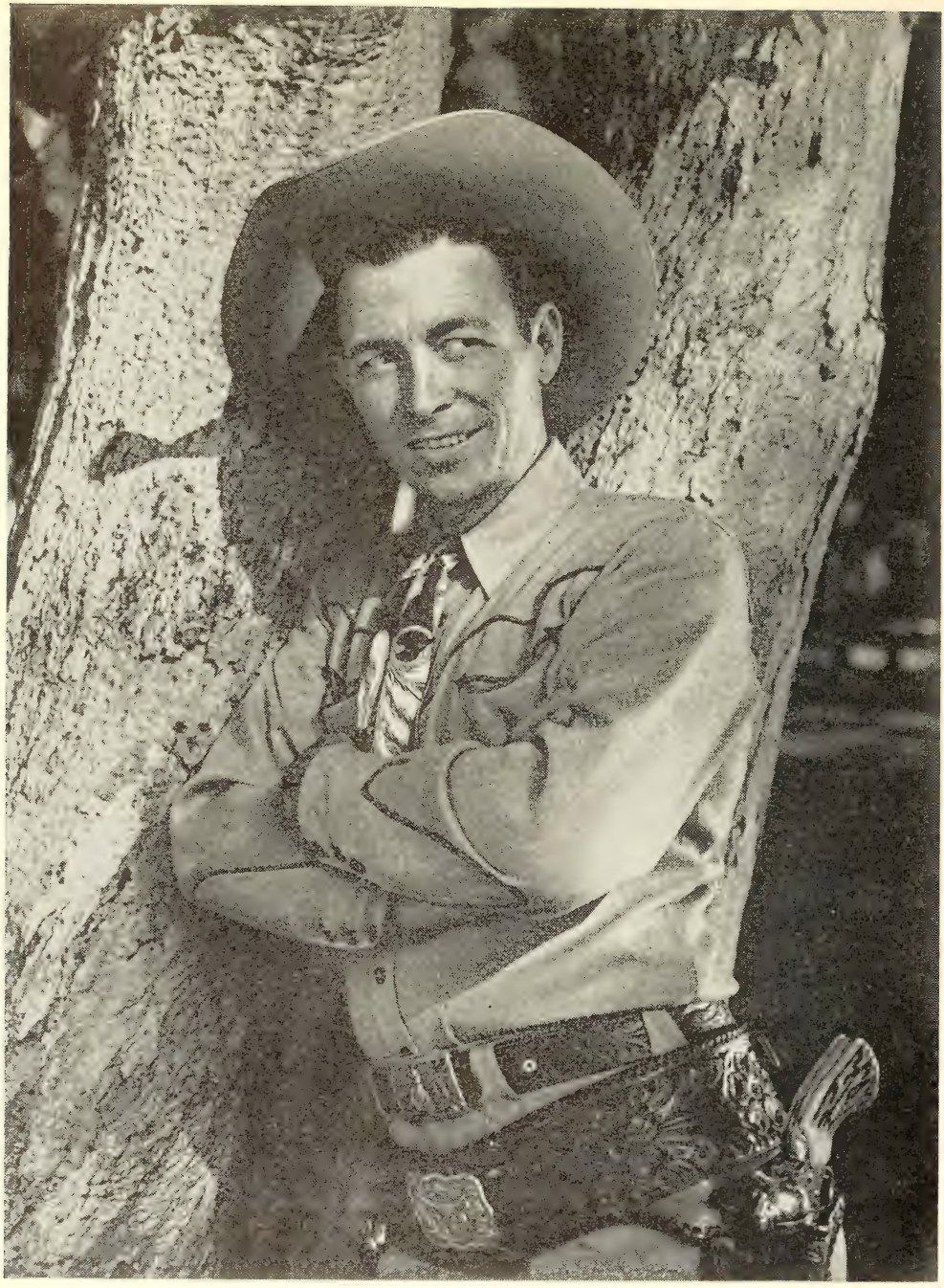
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KRBC
DIXIE RAMBLERS
WJXN
DIXIE REULERS
WGCM
DIXIELAND SWINGSTERS
WNOX
DOBBINS, JOE
WHKC
DONNA, DANNY & SLIM
WTMA
DONNIKER, AL
WJW
DOUBLE 'O' ROUND-UP
KSOO
DOWN EASTERS
WHEB
DOWN HOME BOYS
WMOH
DOWN HOMERS
WTIC
DRIFTIN' PIONEERS
WLOK
DRUGSTORE COWBOYS
KFYO
DUDE COWBOYS
WMBD
DUDE HANK
WIBW
DUDE RANCH
KLO
DUDE RANCH
WMEX
DUDE RANCH BUCKAROOS
WFAA
DUDE RANCH COWBOYS
WCNC
HARRY "SLIM" DUNCAN
ABC
DUNNING, OWEN
KOIN
DUSTY, PAMMY & PAT
KQZ

— E —

EANES, JIM
WMVA
EARLY BIRD JAMBOREE
KMBC
ECHO VALLEY BOYS
WHOT
EDWARDS, EDDIE
KMBC
ELLISON & MUSICAL WESTERNERS, TOM
WMRC
EMERSON, LOU
WOAI

— F —

FAMILY PARTY
WMT
FARM FAMILY
WMT
FARM JAMBOREE
WGKV
FARM PARADE
WHUB
FARM ROUND-UP
WIBA
FARM HOUR
KXEL
FERGUSON & CO., TEX
WLOK
FIESTA TIME
WCOU
FINK, NORMA
WKRZ
FIVE-THIRTY CALL
WOW
FLASH & WHISTLER
KWTO
FLETCHER, TEX
MBS
FLOYD, JOE
KBTM
FOGGY MT. BOYS
KFNF

FOLEY, RED
Vocal artist; b. Tucumcari, New Mex.; Georgetown College; Began radio on WLS, Chicago, Ill., National Barn Dance; Decca Records.

FOSTER, BILL
WKRZ
FORMAN, TEX
WMAN
FOWLER'S BAND, WALLY
WSM
FRONEK, JERRY
KMA

— G —

GADDIS, JESS
KWTO
GALLION, JOE
WFFA
GENTILE, JIMMY
WSTC
GEORGE & DIXIE
WNAC



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WSB
GEORGIA SLIM
KRLD
GIBBS, SHELDON
KPHO
GIBBS, SLEEPY
WMBR
GIBSON, JACK
WSAI
GEORGIA YODELLERS
WTTM
GOLDEN RIVER BOYS
WAPI
GOLDEN WEST COWBOYS
WSM
GOODWILL FROLIC
WJR
GOSPEL VOICES
KTBS
GOULD, JIMMY
WRVA
GRAB-BAG
KFNF
GREEN MOUNTAIN BOYS
WGKV

GREGORY, BOBBY
Keystone Transcriptions—NBC—Apollo Records

GREEN MOUNTAIN RAMBLERS
WHOT
GREENFIELD, ALLEN
WINC
GRIBBS, CURLY
WNEW

— H —

HADEN FAMILY, THE
KWTO
HAGER, RANDY
WGKV
HALF PAST NOON
KMA
HALL & RANGERS, JIM
WCIL
HAMBLIN, STUART
KFWB
HAND ORCHESTRA, JAKE
WAIM
HANKINS, ESCO
WROL
HAPPY HANK
WLS
HAPPY HILLBILLIES
WKIX
HAPPY JACK
WMAN
HARMONY BOYS
WHBQ
HARMONEERS
WWSW
HARPO & BOBBY
KFEQ
HARRIS & GANG, JOHNNY
WBIG
HARRIS, HOMER
WNOX
HART, DICK
KARK
HARTLEY, GERALD
KHQ
HARVESTERS
KFYO
HAWKEYE RANGERS
KMA
HAWKINS, HAWKSHAW
WWVA
HAWKINS, WINDY LEM
KOMA
HAYLOFT FROLICS
WKST
HAYLOFT HOEDOWN
WFIL
HAYLOFT JAMBOREE
WMAZ
HAYLOFT SYMPHONY
WBAP
HAYMAKERS
WMMN
HEARTS DELIGHTERS
KABC
HENRY & JEROME
WIBW
HENRY COUNTY RAMBLERS
WMVA
HIGSBY, HIRAM
KOMA
HILL, SMILIN' EDDIE
WMPS
HILLBILLIE HIT PARADE
WJXN
HILLBILLY JAMBOREE
WCAU
HILLBILLY JAMBOREE
WEBQ
HILLBILLY JAMBOREE
WMRC



CECIL CAMPBELL

AND HIS

TENNESSEE RAMBLERS

REPUBLIC PICTURES
VICTOR RECORDS
CBS

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CLIFFORD STONE

HILLBILLY JAMBOREE
WRLC
HILLBILLY JAMBOREE
WSNJ
HILLBILLY TIME IN CAROLINA
WGNC
HIRAM'S GENERAL STORE
WSYR
HIRED HANDS
WISH
HITE, GRANDAD
WMMN
HOFFMAN, CARL
KGFW
HOLLYWOOD RANGERS
KTFI
HOME FOLKS
WMMN
HOME TOWN
KXEL
HOMELAND HARMONY
WGST
HOMER & JETHRO
WLW
HOMESTEADERS, THE
KWTO
HOMETOWN FROLICS
WLEE
HOMETOWNERS
WLOK
HOOD, BILLY
WILM
HOOSIER CORN HUSKERS
WFIN
HOPKINS, CHICKIE
WIBC
HOPKINS, DOC
WBRE
HOPKINS, DOC
WLS
HORTON, ROY
MBS

HORTON, VAUGHN
MBS — Composer — Continental Records

HOT SHORT ELMER
WNOX
HUB SPINNERS
WROL
HUDSON, IRL
KSWO

— I —

IOWA BARN DANCE FROLIC
WHO

— J —

JACOBS, LENORA
KFJB
JAMBOREE
WMBG
JANE & CARL
WHCU
JEAN & GLENN SHOW
WHKY
JEAN, PATSY
WDBJ
JENKINS BROS.
WMBG
JENKINS, PEE WEE
WJHP
JERRY & SKY
WNAC
JERRY & ZELDA
WHO
JESS, HERB
KHQ
JIMMY & PAGE
WCNC
JOHNSON & RANGERS, BILL
WAAT
JOHNSON, HASKELL
WKPT
JOLLY JACKS
KVOP
JONES, DEMPSEY
WMT
JONES, GRANDPAPPY
WEW
JUMBO TRIO
WFAA
JUSTUS, SHORTY
KMO

— K —

K-BAR COWHANDS
KIUN
KANSAS ROUND-UP
WIBW
KARLS, CLARA
KFYR
KATY K ROUND-UP
KSWO
KELLUM, KAY
WJXN
KENDALL SISTERS
WGAR
KING, KENNY
WIZE
KENTUCKIANS, THE
WSIX
KING, PEE WEE
WSM, NBC



BOB NOLAN

and the

SONS OF THE PIONEERS

"America's Favorites"

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and their Own

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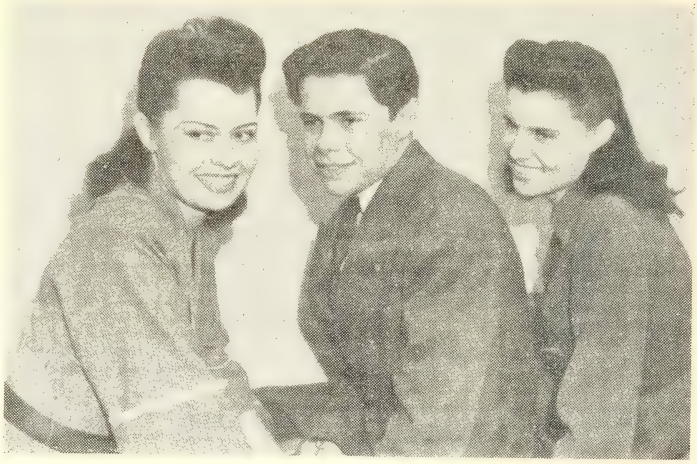
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OF NATION-WIDE PRAISES

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KNAPP FAMILY, THE
WKAR

KIRBY, FRED
NBC — MBS — CBS — Sonora Records

KSTP BARN DANCE
KSTP

— L —

LAND, JINK
WRLC
LARRY'S COWBOYS
WKBO
LARRY'S SUNSET RIDERS
KVOA
La VERNE, GENE
WLAW
LAWRENCE, HAROLD
WRVA
LAZY Z RANCH GANG
WINC
LEE, HONEY
WSYB
LEE & HILL TOPPERS, NANCY
WOWO
LEGGETT'S RAMBLERS, WOODY
WINC
LEIGH, WILLIAM
WMBG
LICKLIDER, MARTY
WICA
LINDBERG, BEN
KHQ
LITTLE WILLIE
WFAA
LONE COWBOY, THE
WISR
LONE STAR QUARTET
WPTF
LONE STAR YODELER
KVGB
LONESOME VALLEY FOLKS
WEBQ
LONE HORNE JOE
KROW
LONG, SHORTY
WEEU
LOU & DANNY, ANNIE
WSM
LOU, EMMY
WIBC
LOU, & HAYMAKERS, EMMY
WIBC
LOU, MARY
KOMA
LOUISIANA FARM & FISHING HOUR
WDSU
LOVEALL, OZARK RED
KWTO
LULUBELLE & SCOTTY
WLS

— M —

MABRY, JOE
WHUB
MAC & BOB
WLS
MacKENZIE, KEN
WGAN
MACKINTOSH, FOREMAN BILL
KYA
MACUMBY BROTHERS
WINC
MADDEN, SAMMY
WEMP
MADDOX BROTHERS & ROSE
KTRB
MAE & HER BUCKEROOS, GEORGIA
WBZ
MANHATTAN MOUNTAINEERS
WNEW
MANUEL, JOE
WHQB
MARR, SIS PATT
WWVA
MARS, COWBOY FRANKIE
KWFC
MARTIN, DUDE
KYA
MARTIN & GANG, DUDE
KYA
MARTIN, MARION
WKST
MARVIN & BETTY LOU, LEE
WDAS
MARYLAND PIONEERS
WITH
MASSENGILL, JEN
KMA
MASSEY & WESTERNERS, LOUISE
WJEF
McCONNELL, BILLY
KVOR
McDONALD, JEANNIE
KGKO
McGEE, EARL
WMOH
McMICHEN, CLAYTON
WAVE
MEARS, BILL
KOIN
MELODY ACES
KGDE



JESSE ROGERS

Tops in Radio — Stage — Records
SONORA RECORDING ARTIST
1944-45 Featured on Hayloft Hoedown . . .
WFIL—ABC
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Every Day
M. C. Saturday Nite Big Old-fashioned Barn Dance



BOBBY GREGORY
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Featured on
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APOLLO RECORDING ARTISTS
Latest Release
You Once Were My Sunshine
My Good Gal's Gone Away
Bobby Gregory & His Ramblin' Hobos
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NBC THESAURUS
LANGWORTH
MINOCO FILMS
SOUNDIES
LIVE JINGLES
ROAD OF LIFE *NBC*
THE RIGHT TO HAPPINESS *NBC*
LIFE CAN BE BEAUTIFUL *CBS*
BRIGHT HORIZON *CBS*

CLEF AWARD CONCERT
CARNEGIE HALL, SEPT., 1945

Personal Direction—

PAUL KAPP

400 MADISON AVE. **NEW YORK**

MELODY BOYS
KTHT
MELODY FIVE
KFJB
MELODY PLAYBOYS
WAGM
MELODY RANCH BOYS
KVAK
MELODY ROUND-UP
WJBW
MELODY WRANGLERS
KTRB
MID-DAY MERRY-GO-ROUND
WNOX
MID-WESTERNERS
KFAB
MILES & HALE SISTERS, MARY
KSAM
MILES, SMILEY
KWJJ
MILLER'S SADDLE MATES, JIMMY
WSYB
MILLS, JIMMY
WINC
MOORE SISTERS
MBS
MOORE'S BUSY STORES
WLOK
MORE OF MOORE
WBZ
MORGAN, CHARLIE
KMPC
MORGAN, LES
KBTM
MORGAN, VERNE
KSOO
MORNING ROUND-UP
WMBD
MOUNTAIN FOLK
WFEA
MOUNTAIN RIDGE PLAYBOYS
WJHO
MUSICAL HAYLOFT
WGAN
MUSICAL I. Q.
WKLA
MUSICAL MELODIERS
WFMD
MUSICAL ROUND-UP
WGL
MYERS, RAY
WEEU

— N —

NATIONAL BARN DANCE
WLS
NELSON, UNCLE JACK
WEEU
NETTLES, BILL
KMLB
NEVADA RANCH BOYS
KENO
NEWMAN, DORIS
WMT
NEWSOME, PANSY
WOR
NIGHT RIDERS
WBRW
NOONTIME ROUND UP
WEAX
NORTON, LEE
WKY

— O —

OCCO-NEE-CHEE SERENADERS
WDUK
O'DAY, LYNN & MOLLY
WNOX
OERTEL JAMBOREE
WAVE
OKLAHOMA RAMBLERS
WHIZ
OKLAHOMA ROUND UP
KOMA
OKLAHOMA ROUND UP GANG
KOMA
OLD FASHIONED BARN DANCE
KMOX
OLD TIME PARTY
KHQ
OLD TIMERS
KFNF
OLD TIMERS
KMMJ
ON THE FARM FRONT
KFYR
1 2 3 TIME
WLS
OSBORN, JIMMY
WKLX
OWENS, DICK
WMOH
OWEN'S COWBOYS, TOM
WMT
OZARK HILLBILLIES
WILM
OZARK MOUNTAIN HAYRIDE
WEBQ
OZARK MOUNTAINEERS
KWJJ
OZARK SINGER
KRBC
OZARK SWEETHEARTS
KMMJ
OZARK VARIETIES
KMOX

— P —

PALS OF THE SADDLE
WENT
PAPPY HOWARD
WJW
PARIS SISTERS
WEBQ
PARKER, ANDY
KMPC
PARKER, BOB
WOR
PARKER, HILLBILLIES BYRON
WIS
PATRICK
WAPI
PATSY LOU SHOW
KSJB
PAULSON, SLIM AND NET
WTSP
PEACEFUL VALLEY BOYS
KEX
PENNEL, ZAG
KFNF
PEPPER, DR.
WJLS
PETIT, AL
WFIN
PIKE, RUSS
WKY
PONY EXPRESS ROUND UP
KFEQ
POWELL, DANNY
WJBW
PRAIRIE PALS
WILM
PRAIRIE PLAYBOYS
KWTO
PRAIRIE RAMBLERS
WLS
PRAIRIE SERENADERS
KFEQ
PAIRIE STARS
WOV
PRESCOTT
KOY
PROCTOR, JOHNNY
WGKV
PRUITT
WMRC

— Q —

QUAKER MELODY BOYS
WIBA

— R —

RADIO RANGERS
KFAB
RADIO RODEO
WRDO
RAINBOW RIDERS
WMEX
RAINBOW VALLEY GANG
WHIZ
RAINBOW WRANGLER
KFJI
RAINER, FATS
KVOP
RAMBLIN' TEXAS
KMMJ
RANCH BOYS
WHDH
RANCH HOUSE RAMBLERS
KGA
RANCHERS
WKY
RANDALL, TEX
KFNF
RANGE RIDERS
WGAR
RAYE, WADE AND GANG
KMOX
RED HAWKS, THE
WBAP
RED & LINK
KLZ
RED RIVER DAVE
WOAI
RED RIVER VALLEY
WCCO
REILLY, EARL
KYA
REINHART, DICK
KOMA
RENFRO VALLEY FOLKS
WHAS
RENFRO VALLEY GATHERING
WHAS
REX AND ELEANOR
WHIS
RFD 1340
WCMI
RHODES, SLIM
WMC
RHYTHM RAMBLERS
WBTA
RHYTHM RAMBLERS
WMEX
RHYTHM RAMBLERS
WSPR
RHYTHM RANGERS
WCAE
RHYTHM RANGERS
WJPF
RHYTHM RASCAL
WPAY
RICE, ALINE
WLAC
RITCHEY, BUCK
KVI
ROBERTSON, TEXAS JIM
NBC
ROBISON, CARSON
NBC
ROCKY MT. BOYS
KGA
ROE, CHUBBY CHUCK
WOR

ROGERS, JESSE O.
Records, radio, stage; b. Clenmore, Okla., Mar. 5, 1915; Saludos Amigoes, Hayloft Hoedown; National Barn Dance; Grande Old Oprey; Carolina Hay Ride; Barn Yard Follies.

ROGERS, ROY
MBS—Roy Rogers Show

RONE BROS.
KHUB
ROWE, RED
KMPC
ROWE, RED AND RIDGE RIDES
KMPC
RULLING, BOB
WMBG
RUMMAGE, SLIM
WSTP
RURAL FROLICS
WJW

— S —

SADDLE SERENADERS
WHO
SADDLE SWEETHEARTS
WNAB
SAGE RIDERS
WLS
SAGEBRUSH SERENADERS
KTRB
SALLY'S SITTIN' ROOM
WBNS
SAMMY'S BLUE RIDGE BOYS
WINC
SANDERS, MAC AND JEANIE
WSGN
SANTE FE PALS
WHUB

SANTE FE RANGERS, THE
(Day, Jack); Vocal and musical group; b. Pittsburgh, Pa.; National Barn Dance; Hayloft Hoedown (ABC). (Keefer, Rusty); b. Danville, Ill.; Club 1300; Hayloft Hoedown (ABC); Zip 'N' Zip (ABC). (Long, Shorty); College of Rome; National Barn Dance; Hayloft Hoedown (ABC); Eight to the Bar Ranch (Paramount Theater, N. Y.); Rip on Rip 'N' Rip (ABC). (Miller, Pee Wee); b. Lynn, Mass.; Night Club (Village Barn, N. Y.); Hayloft Hoedown (ABC).

SATURDAY MELODY
WJBW
SATURDAY NITE FROLIC
KFH
SATURDAY NITE JAMBOREE
WKIX
SATURDAY NITE SHINDIG
WFAA
SCHAFFER, ROY GANG
KWK
SELLERS, PAULINE
WJPF
SHADY VALLEY FOLKS
KWK

SHEPARD, RILEY
NBC—CBS—WBT, WSM

SILKMONE, GORDON
WAVE
SILVER DEW BOYS
WKDK
SILVER SAGE RANGERS
KENO
SIMPSON, WHITEY
KCRA
SINGIN' DRIFTER
WFIN
SLEEPY HOLLOW GANG
ABC
SLEEPY HOLLOW RANCH GANG
WFIL
SLIM JIM
WDGY
SLIM'S NIGHT RIDERS
WKRZ
SLOFOOT, DENNY
KMBC
SMITH BLAINE & GANG
WJW
SMITH GEORGE
WMBR
SMITH JOE
KTFI
SMITH, RAY
NBC, CBS, WMCA
SMITH'S TENNESSEANS
WSPD
SMOKE HOUSE TRIO
KFH
SMOKY RIVER RAMBLERS
WSPA
SNUFF, GARRETT
WMC
SONG WRANGLERS
KVNU
SONS OF THE GOLDEN WEST
WSAV

SONS OF THE PIONEERS
(BRADY, PTA); b. Toledo O., Jan. 1, 1914; (FARR, HUGH); b. Llano, Tex.; (FARR KARL); b. Rochelle, Tex.; (NOLAN, BOB); b. Pt. Hatfield, N. B.; (PERRYMEN LLOYD); b. Issard County, Ark.; (SPENCER, TIM); b. Webb City, Mo., Jul. 13, 1908. Members of the Sons of the Pioneers, Sat. Nite Round-Up (NBC); Sons of the Pioneers own 15-minute transcribed airshows from Hollywood now on 127 stations.

SONS OF THE WEST
WKRZ
SOUTHERN RHYTHM BOYS
WKIX
SOUTHERN MELODIE BOYS
WFNC
SOUTHERN PLAYBOYS
WLAG
SOUTHERN PLAYBOYS
WSM
SOUTHERN PLAYMATES
WGNC
SOUTHERNS, THE
WPTF
SPRIGGINS, DEUCE
KECA
SPROUSE, WINEY
WINC
SPUNG, SICK
WHIZ
STAR RADIO TROUPE
KGFW
STAR, ROCKY
KHQ
STARKEY, JED
KMBC
STARR, BILLIE SHOW
KMOX
STECK, JACK & GANG
WFIL
STEELE, GENE
WMC
STONE, CLIFF
KFWB
STORY, CARL
KFJZ
STORY, EARL & BOYS
WNOX
STRINGINEERS, THE
WKMO
STRIPLING, GENE
WMAZ
STROLLIN', THE COWBOY
WFIN
STROUD, TOBY
WWVA
STUHLE, MEL
WDBJ
SUMMERS, PAULINE
KFWB
SUN DODGERS
WAKR
SUN UP ROUND UP
WBTA
SUNRISE HILLBILLIES
WRNL
SUNRISE ROUND-UP
KSTP
SUNSET RAMBLERS
WJTN
SUNSET VALLEY GIRLS
WFIN
SUNSHINE GANG
WJBO
SUNSHINE SUE
WRVA
SUNSHINE TRIO
KFYO
SWINGSTERS
KNOW
SWINSON, IKE
WJHO

— T —

TALL CORN VARIETIES
KFNF
TAR HILL FARM JOURNAL
WPTF
TEMPLE, EARL
WMIS
TENN. BARN DANCE
WNOX
TENNESSEE, CRACY
WROL
TENN. MARY
KFDM
TENNESSEE SLIM
WJW
TENNESSEE VALLEY PLAYBOYS
WHUB
TEXAS COWBOYS
KYHT
TEXAS NIGHT HAWKS
KROD
TEXAS OUTLAWS
KABC
TEXAS RAMBLERS
KSUB
TEXAS RANGERS, THE
KMBC
TEXAS ROUND-UP
KRLD
TEXAS SADDLE PALS
KFEQ
TEXAS TROUBADOURS
WSM
TEXAS VAGABONDS
WISR
THOMAS, GURNEY AND HIS HILLBILLY PALS
WGBG

THOMAS, MAXINE FRANCES
Singer; b. Liberty, N. C., Apr. 24, 1924; Hartford Sch. of Music; Raleigh Business College.

THOMAS, CALVIN A.
Singer; b. Liberty, N. C., July 11, 1927.

THOMAS, ANNA
Singer; b. Liberty, N. C., Aug. 30, 1926; Raleigh Business College.

THOMPSON, OPAL
WGGA
THOMPSON, SHORTY
KLZ
TILLMAN, FLOYD
KTHT
TIMBEROO JANS
KSCJ
TIP TOP RANGERS
WHKC
TITTLE, CHARLIE
WGAU
TOBY 'N HIS RANCH HANDS
KVFD
TONES BROS.
KGIW
TOP HANDS, THE
WOAI
TOP HATTERS
WIZE
TOP OF THE MORNING
WBZ
TOWN AND COUNTRY TIME
KHBG
TRAVIS, MERL
KFWB
TRENT, TOMMY
WPDQ
TRUTONE QUARTET
WAGA
TUBBS, JIM
KGFW
TUNES ALONG THE TRAIL
KVGB
23 SKIDDO REVUE
WHO
TWO KINGS AND A QUEEN
KMMJ
TYLER, JACK
WRVA
TYLER, TEX
KGER
TYLER, MRS. WALTER
WMEX

— U —

UNCLE ELMER'S CIRCLE
WBZ
UNCLE HARRY'S HILLBILLIES
KDAL
UNCLE JACK
WEEU
UNCLE MONROE
WHUB
UNCLE NED
WMAZ
UNCLE PETE AND GANG
WFIG
UNCLE ROY AND DIXIE SERENADERS
WINC
URBLE, BUD
WFLA
UTAH SMITH
KVFD

— V —

VAN HORNE, WAYNE
KMA
VIRGINIANS, THE
WMBG

— W —

WAITES, JIM
WGST
WALLACE, SMOKEY
KRKO
WAKERFIELD, CHARLIE
WRVA
WARREN, SHORTY
WAAT
WAY OUT WEST
WCAP
WAYNE COUNTY JAMBOREE
WKBV
WEINER, JIMMY
WHKC
WELLS, JACK
KFAB
WEST, DAVE
KGW
WEST, ROY
WGAR
WESTERN ACES
WENT
WESTERN BALLADEER
KSCJ
WESTERN CARAVAN
WWSR
WESTERN ECHOES
KMBC
WESTERNAIRES
KVGB
WESTERN TROUBADOUR
WKLA
WESTWARD HO ROUND UP
WBRE
WHAT'S THE WEATHER
KFYR
WHEELER, ONIE
KTBM
WHITEY & HOGAN
WBT
WIGGINS, SHORTY
WCSC
WILEY & GENE
WKY
WILKERSON, SHORT
KIT
WILLIAMS, FOY
KNX
WILLIAMS, HANK
WSFA
WILLIAMS, SHORTY
WKIX
WILLIAMS, TEX
KLAC
WILLIAMS TWINS
WKAR
WILLIAMS, WOODY
KLRA
WOLFF, JOHNNY
WICA
WOOD, NEWT
WMBR
WOODEN, STEVE
KMA
WRIGHT, HANK
WJPF
WROKMAN, JOHNNY
WRVA
WYNNE, CAROL
WFIL

— Y —

YELLOW JACKETS, THE
KVOP
YODELIN' JENNY
KMO
YODELLIN' WESTERNERS
WMOH

— Z —

ZERBE SISTERS
WEEU
ZIMMERMAN, GENE
WKRZ

For the *best* in farm news . . .

AP

"THE GOLDEN TOUCH"

Frankie CARLE

HIS PIANO AND HIS ORCHESTRA



Direction—

GAC GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Orchestra Leaders Musical Conductors and Organists —their work during 1946

— A —

ANTONINI, ALFREDO
MBS—Starlight Serenade
MBS—Treasure Hour of Song
ARDEN, VICTOR
NBC, Waltz Time

ARLO
ABC

ARMBRUSTER, ROBERT
CBS—Electric Hour
CBS—Summer Electric Hour
ARNAZ, DESI
NBC—Bob Hope
ARTZT, WILLIAM
CBS—Blondie

— B —

BAKALEINIKOFF, CONSTANTIN
NBC—A Date With Judy
BAKER, DON
CBS—Big Sister
BALLANTINE, EDDIE
ABC—The Breakfast Club
BALSAM, ARTUR
NBC, Serenade to America; Story of Music, Tapestry Musicale, NBC Concert Hour, NBC String Trio
BARBER, BERT
ABC—Curtain Time

BARGY, ROY
Orchestra conductor, pianist; b. Newaygo, Mich.; Durante-Moore Show (CBS); Green Light Revue (CBS).

BARLOW, HOWARD
NBC—Harvest of Stars
NBC—The Voice of Firestone
BENDITZKY, NAOUM
NBC, NBC String Trio, NBC String Quartet
BERQUIST, WHITEY
NBC—The National Farm and Home Hour
BLACK, FRANK
NBC—Musical Director

BLOCK, RAY
By Popular Demand (MBS); Continental Celebrity Club (CBS); Crime Doctor (CBS); Holiday & Company (CBS); Johnny Presents (NBC); Mary Small — "Junior Miss" Show (ABC); Milton Berle (NBC).

CBS—Powder Box Theater
CBS—Romance, Rhythm and Ripley
BONIME, JOSEPH
CBS—Take It or Leave It
CBS—Tonight on Broadway
BORNE, HAL
NBC—A Date With Judy
BRADLEY, OSCAR
CBS—We the People
BROEKMAN, DAVID
CBS—Texaco Star Theater
BROWN, MAURICE
CBS—Let's Pretend
BRYAN, DON
MBS—Exploring the Unknown

— C —

CAMERON, KEN
NBC—Smilin' Ed McConnell and His Buster Brown Gang
CAMPBELL, HARRY
NBC—Dick Leibert—Magic Moments in Melody

CARLE, FRANKIE
NBC, CBS, MBS — Columbia Records.

CARTER, RAY
ABC—Dick Tracy
CARMICHAEL, HOAGY
CBS—Hoagy Carmichael
CARSON, PAUL
NBC—One Man's Family
CASE, RUSS
NBC—Kraft Music Hall
CATES, OPIE
NBC—Meet Me at Parky's
NBC—The Judy Canova Show
CAVALLARO, CARMEN
NBC—Sheaffer Parade
CHARLES, MILTON
CBS—Dr. Christian

CHITTISON, HERMAN
Pianist (Chittison Trio); b. Flemington, Ky.; Lanny Ross Show (CBS); Jack Smith Show (CBS); Skyline Terrace Room (ABC); Night Clubs: Blue Angel; Village Vanguard (NYC); Theater: Loew's State (NYC).

CHOTZINOFF, SAMUEL
NBC—Musical Director
CLIFTON, BILL
NBC—Jack Arthur
COLE, BUDDY
NBC—Truth or Consequences
COLE, NAT (King Cole)
NBC—King Cole Trio Time, Kraft Music Hall
COTNER, CARL
CBS—Gene Autry
CRAWFORD, JESSE
ABC—Counterspy—David Harding
MBS—The Adventures of the Falcon
CUGAT, XAVIER
MBS—Spotlight Bands
NBC—The Drene Show, starding Rudy Vallee
CURTIS, HAROLD
ABC—Murder Will Out

— D —

DALE, TED
CBS—Jimmy Carroll Sings
DANIEL, ELLIOT
NBC—The Fabulous Dr. Tweedy
DANT, CHARLES
NBC—Dennis Day, Judy Canova
DARBY, KEN
NBC—Pacific Group, King's Men
DAVIS, PHIL
ABC—Sunday Party With Hires
DEL CASTILLO, LLOYD
CBS—Stars Over Hollywood
DELLERS, WALTER
NBC—Grand Hotel
DEUTSCH, ADOLPH
CBS—This Is Hollywood
DE VOL, FRANK
CBS—The Ginny Simms Show
CBS—Tommy Riggs & Betty Lou
DITMAR, IVAN
ABC—Hedda Hopper's Hollywood
DOLAN, ROBERT EMMETT
NBC—Dinah Shore's Open House
DRAGON, CARMEN
CBS—The Baby Snooks Show
DUCHIN, EDDIE
NBC, Kraft Music Hall
DUFFY, JOHN
NBC—Smilin' Ed McConnell and His Buster Brown Gang
DUNLOP, MERRILL
ABC—Club Time

— E —

ELLINGTON, DUKE
NBC—CBS—MBS.



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The Man Who Plays
The Sweetest Trumpet
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MUSICRAFT RECORDS

Winner of
ESQUIRE'S GOLD AWARD
1944
and again in
1945

Direction:
WM. MORRIS AGENCY

EVELYN (and her Magic Violin)
NBC—Hour of Charm

— F —

FAIRCHILD, COOKIE
NBC—Eddie Cantor

FAITH, PERCY
Conductor, Arranger, Composer; b. Canada, Apr. 7, 1908; Toronto Conservatory; Contented Hour (NBC).

FASSETT, JAMES
CBS—Musical Director
FAY, ROMELLE
NBC—K-C Jamboree
FEIBEL, FRED
NBC—Lora Lawton
FIEDLER, ARTHUR
ABC—Boston Pops Orchestra
ABC—Esplanade Concert
FOOTE, HERB
CBS—Bachelor's Children
NBC—Ma Perkins
FORESTER, DAVID
NBC—Red Skelton Program
FRADKIN, FRED
CBS—The Adventures of the Thin Man

— G —

GALE, BILL
CBS—County Fair
GARNER, ADAM
NBC—First Piano Quartet

GART, JOHN
Composer, conductor; b. Poland, June 6, 1905; Kiev Imperial Conservatory of Music; Columbia Workshop (WCBS), Richard Lawless (WCBS), Gabriel Heatter's A Brighter Tomorrow (WOR), Carrington Playhouse (WOR), A House In The Country (WOR); MGM, Columbia, RKO picture spots.

GLUSKIN, LUD
NBC—Amos 'n' Andy
ABC—The Adventures of Sam Spade

GOBEL, DOLPH
(Goebel, Adolph Louis); Organist, composer; b. Regensburg, Ger., Feb. 10, 1899; Univ. of Munich; Johnny Thompsan, Ethel & Albert, Dolph Gobel Trio, Tenn-Age Time, The O'Neils; Transc.: OPA Stories; Jingles for Nestle Milk, Anacin, Vaness Lipstick.

GOODMAN, AL
Musical director; b. Russia; Peabody Sch. of Music; Prudential Family Hour; Fred Allen Show; RCA Victor recording artist.

GOODMAN, BENNY
Orchestra and Sextet; Benny Goodman (NBC).

GREEN, JOHNNY
CBS—Hollywood Star Time

— H —

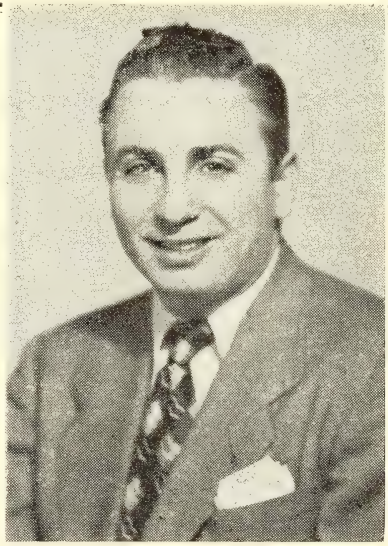
HAENSCHEN, GUS
CBS—Saturday Night Serenade
NBC—American Album of Familiar Music
HAMILTON, HABO
NBC—Name Your Music
HARLINE, LEIGH
ABC—Ford Festival of American Music
HARRIS, PHIL
NBC—Jack Benny Show
HATCH, WILBUR
CBS—Screen Guild Players, Sweeney & March
HATHAWAY, CHARLES
ABC—Hallmark's "Charlotte Greenwood Show"
HEIFETZ, BENAR
NBC—NBC String Trio, NBC String Quartet
HERMAN, BERNARD
CBS—The Mercury Summer Theater

HERMAN, WOODY
The Woody Herman Show (ABC).

HIGSON, JIMMIE
NBC—The Hoagy Carmichael Show
HIRSCH, BERTRAND
NBC—American Album of Familiar Music



HANK SYLVERN
Composer
Conductor
Organist



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CHARLES PAUL

Conductor—Composer

ROBERT COE ASSOCIATES

MR. & MRS. NORTH
NBC
THEATRE OF ROMANCE
CBS

DON VOORHEES

•

1946

Bell "Telephone Hour"

PERCY FAITH

CARNATION CONTENTED MILK PROGRAM
NBC



JIMMY LYTELL

and his orchestra

5 YEARS on

"Songs By Morton Downey"

for

COCA-COLA

WOR - Mutual

HOFF, CARL
Orchestra leader; b. Oxnard, Calif.; USC; Ariz. Conservatory of Music; Columbia Records; Shorts for Warner Bros.; Lucky Strike; Ford Motors; Camel Cigarettes; Fitch Bandwagon; United Airlines; Old Gold; Jergen's Lotion; Palm Olive-Colgates; Dole Pineapple; Pall Mall.

HORTON, VAUGHN
Composer, Dir. of Music; b. Penna., June 5, 1911; Member ASCAP; Plays 6 musical instruments; Writes words and music. Composed Choo Choo Ch'boogie, Shoe Shine Shuffle, Address Unknown, Juke Joint Jump, Dixie Cannonball, Let's Be Sweethearts Again, etc. Founded Amer. Inst. of Music, 1697 Bway., NYC.

HUSTAD, DON
ABC—Club Time

— J —

JAMES, HARRY
MBS—Spotlight Bands
JENKINS, GORDON
NBC—Bob Burns Show
CBS—The Dick Haymes Show
JEROME, JERRY
NBC—Honeymoon in New York, Teentimers Club, Eileen Barton Show, Jimmy Edmondson Show, Music Room, Tuesday Matinee

— K —

KAHN, JOE
NBC—Information Please
KALASH, CARL
NBC—Standard School Broadcast
KATIMS, MILTON
NBC—Serenade to America, Eternal Light, Lee Sullivan's Vest Pocket Varieties, The National Hour, Honeymoon in New York, Songs by Warde Donovan, Special Easter Program, Music As You Like It, Travelin' Man, Story of Music, Music for Tomorrow, Songs by Irene
KATZ, BERNARD
CBS—The Mayor of the Town
CBS—This Is My Best
KAUFMAN, HARRY
NBC—NBC String Trio, Concert of Nations

KENTON, STAN
(Kenton, Stanley Newcomb); Band leader, pianist; b. Wichita, Kans., Feb. 19, 1912; Vaughn Monroe Camel Show; Teen Timers (NBC).

KING COLE TRIO
NBC—King Cole Trio Time, Kraft Music Hall
KING, DUDLEY
CBS—Hobby Lobby
KING, WAYNE
CBS—The Wayne King Show
KINGSBURY, CHET
MBS—Adventures of Bulldog Drummond
CBS—The Adventures of Ellery Queen
MBS—True Detective Mysteries
KINNEY, RAY
MBS, ABC
KOSLOFF, LOU
NBC—The Life of Riley
KOSTELANETZ, ANDRE
CBS—The Music of Andre Kostelanetz
KOUSSEVITZKY, SERGE, DR.
ABC—Bershire Festival
ABC—Boston Symphony Orch.
KREUGER, BENNIE
NBC—The Drene Show, starring Ruddy Vallee

KYSER, KAY
(Kyser, James King Kern); Band leader, Comedian; b. Rocky Mount, N. C., June 18, 1905; Univ. of N. C.; College of Musical Knowledge (NBC).

— L —

LAVALLE, PAUL
NBC—Cities Service Highways in Melody
CBS—The Stradivari Orch.
LE PIQUE, EUGENE (and Con Maffie)
CBS—G. E. House Party
LEIBERT, DICK
CBS—Mommie and the Men
CBS—The Second Mrs. Burton
NBC—When a Girl Marries

ROY BARGY

Musical Conductor

DURANTE-MOORE SHOW

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Rexall Drug Company

C.B.S.

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JACK WARD

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LLOYD SHAFFER

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dolph gobel



Organist—Composer

Conductor

LA. 4-1200

LEVEY, HAROLD
CBS—Armstrong's Theater of Today
ABC—Hour of Mystery
ABC—Theater on the Air

LEVIN, SYLVAN
Musical Director, WOR-Mutual; Narrator; b. Baltimore, Md., May 3, 1903; Peabody Conservatory of Music; Philadelphia Curtis Inst.; Basil Rathbone Scotland Yard Series, Operatic Revue, Symphonic Notes, Symphonic Strings, Scout About Town, Take These Notes, Passport to Romance.

LEVINE, HENRY (Henry Hot Lips Levine)
NBC—Bernie West's Carnival, Solitair Time

LOMBARDO, GUY
Orchestra Leader, Spotlight Bands (MBS).

LYTELL, JIMMY
The Coke Club with Morton Downey (MBS).

— M —

MAFFIE, CON (and Eugene Le Pique)
CBS—G. E. House Party
MAGNANTE, CHARLES
NBC, Jack Berch Show
MALNECK, MATTY
NBC—Duffy's Tavern
MARTIN, FREDDY
CBS—Jack Carson Show
MATTOLA, TONY
NBC—Jack Berch Show
MAUPIN, REX
ABC—Wake Up and Smile
MAY, BILLY
CBS—Adventures of Ozzie and Harriet
CBS—Forever Ernest
MEAKIN, JACK
CBS—Silver Theater
NBC—The Great Gildersleeve
MEEDER, BILL
CBS—Life Can Be Beautiful
NBC—Lone Journey
NBC—Pepper Young's Family
NBC—Right to Happiness
MERLIN, VING
NBC—Solitair Time
MILLER, IRVING
CBS—The Jack Kirkwood Show

MILLER, JACK
(Miller, John J.); Musician; b. Dorchester, Mass., Sept. 4, 1899; Kate Smith Sings, Aldrich Family, Molle Mystery Theater, Radio Reader's Digest Show.

MILLER, JOHNNY
NBC—King Cole Trio Time, Kraft Music Hall

MILLER, IRVING VICTOR
Musical director; b. New York, N. Y., Sept. 2, 1907; Columbia Univ.; Mel Blanc Show (CBS).

MILLS, BILLY
NBC—Fibber McGee and Molly
MILLS, FELIX
NBC—A Man Called X

MILTON, CHARLES
Organist, Singer, Composer, Conductor; b. San Jose Calif.; Dr. Christian; Meet the Missus; Melody Trail; Money On the Line; What Makes a Song; Calif. Caravan; Prelude to Midnight; Milton Charles Presents; Tapestries of Life; Five piece combination with original music arranged and conducted by Milton Charles.

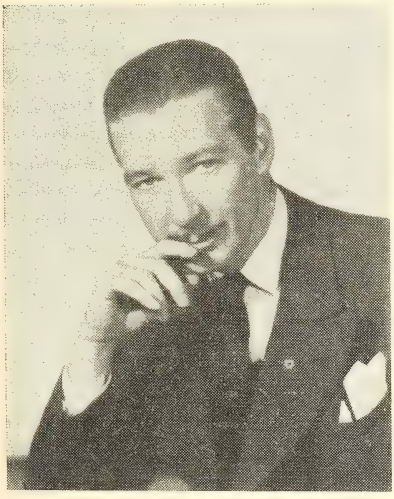
MITTLER, FRANK
NBC—First Piano Quartet
MONROE, VAUGHN
NBC—Vaughn Monroe Band & Singers
MOORE, OSCAR
NBC—King Cole Cole Trio Time, Kraft Music Hall

MURRAY, LYN
Harvest of Stars (NBC).

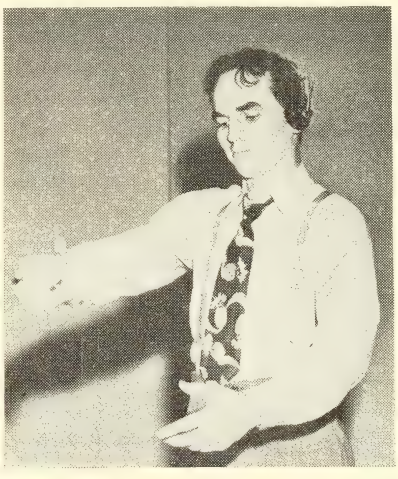
— N —

NELSON, OZZIE, Orchestra
CBS—Adventures of Ozzie and Harriet
NEWMAN, ALFRED
NORRIS, BOBBY
Yankee Network—Musical Dir.

NOVAK, FRANK
Take It Easy (MBS)—(NBC)—(CBS).



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JACK MILLER and ORCHESTRA

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C B S

"Radio Readers Digest"
C B S

"The Aldrich Family"
N B C

"Molle Mystery"
N B C

Greetings

RAY BLOCH

•

CARL HOFF

WALTER SCHARF

Musical Director—
Composer

ALICE FAYE—PHIL HARRIS

Fitch Bandwagon

— O —

OSBORNE, WILL
NBC—Abbott & Costello
OWEN, ELWYN
NBC—Ma Perkins
CBS—Vic & Sade

— P —

PADWA, VLADIMIR (Vee)
NBC—First Piano Quartet
PAIGE, RAYMOND
NBC—RCA Show
PARMENTIER, CASS
MBS—Ilka Chase

PAUL, CHARLES

Conductor, arranger, composer; Mr. & Mrs. North (NBC); Theater of Romance (CBS); CBS Workshop; Murder at Midnight (ABC); Road of Life (NBC-CBS); Cluny the Clown, original musical album for Cosmo Records.

PAUL, EDDIE
NBC—Jack Haley, with Eve Arden
PELLE, VICTOR
MBS—Double or Nothing
PELUSO, THOMAS
NBC (West Coast)—Musical Dir.
PERAZZO, GENE
CBS—Mystery of the Week
PETERS, VINCENT
NBC—Ask Me Another
PETRILLO, CAESAR
CBS—First Nighter
CBS—Island Venture
PORTER, RAY
NBC—Philip Morris Follies of 1946, Philip Morris Frolics

— R —

RALPH, TEDDY
ABC—Detect & Collect
RANDOLPH, ELIZABETH
NBC—Story to Order

RHAY, KINGSTON

Musical Director, Composer, Pianist, Arranger; b. Youngwood, Pa.

RICKEY, AL

CBS—Mr. Keen; Mayfair Records

RENE, HENRI
ABC
ROMBERG, SIGMUND
ABC—An Evening With Romberg
ROSE, DAVID
CBS—Holiday for Music
ROTH, AL
NBC—Schaefer Star Revue

— S —

SACK, AL
CBS—Listen to a Love Song
CBS—Maisie
CBS—The Beulah Show
SAIDENBURG, DANIEL
NBC—Alec Templeton Show
SALTER, HARRY
CBS—It Pays to Be Ignorant
SALVO, LEN
MBS—Murder Is My Hobby

SCHARF, WALTER

Musical Director; b. New York, N. Y., Aug. 3, 1910; NYU; The Fitch Bandwagon (NBC).

SCHOEN, VIC
CBS—The Andrew Sisters' Show
SCHRAGER, RUDY
ABC—I Deal in Crime
SEBASTIAN, GEORGE
CBS—Great Moments in Music
SELINSKY, VLADIMIR
CBS—FBI in Peace and War
SELL, PAUL
SELLERS, PRESTON
MBS—Tom Mix and His Ralston Straight Shooters
SEMMLER, ALEXANDER
NBC—The Molle Mystery Show

SHAFFER, LLOYD M.

Musical Director; b. Ridgway, Pa., Sept. 21, 1901; Allegheny College; Univ. of Cincinnati; College of Music, Cinn.; Chesterfield Supper Club.

SHAPIRO, HARVEY
NBC—NBC String Trio
SHELDON, EARL
ABC—Musical Bouquet
SHELLEY, GLENN
NBC—Name Your Music
SHIELDS, ROY
NBC—RCA Show
SILVER, LOU
CBS—Lux Radio Theater
SINATRA, RAY
NBC—Bob Burns Show

ARLO

Organist - Composer

"BREAK THE BANK"

"POT OF GOLD"

"WE LIVE IN PEACE"

"THE O'NEILLS"

•

"ESQUIRE FASHION PARADE"

•

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"Crime Photographer" . . . WCBS

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"Skyline Terrace Room" . . . ABC

•

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SMITH, PAUL J.
Music composer, conductor; b. Calumet, Mich., 1906; Bush Conservatory; UCLA; Walt Disney's Snow White & the Seven Dwarfs; Victory Through Air Power; Saludos Amigos; Three Caballeros; Song of the South; Fun & Fancy Free; Winner of Acad. of Motion Picture Arts & Sciences Award for Music, 1940, for Pinocchio; Eddie Bracken Show (CBS).

SOSNICK, HARRY
NBC—Penguin Room with Hildegarde

SPITALNY, PHIL, All Girl Orchestra
NBC—Hour of Charm

SPIVAK, CHARLIE
NBC; CBS; MBS

STEELE, TED
NBC; CBS; KMPC

STEINER, FREDERICK
ABC—This Is Your FBI

STEVENS, LEITH
CBS—The Academy Award Theater

STOESS, WILLIAM
CBS—Reader's Digest—Radio Edition

STONE, CLIFFORD
Swinging Band Leader; b. Burbank, Calif., Mar. 1, 1917; Recording supervisor, Capitol Records (folk artists); Formed own band early 1947 for extensive exploitation program by Capitol and country-wide tours.

STORDAHL, AXEL
CBS—The Frank Sinatra Show

SUES, LEONARD
NBC—The Eddie Cantor Show

SYLVERN, HENRY "HANK"
Musical Director; b. Broolyn, N. Y., Mar. 26, 1908; NYU; Paris Conservatory, Seipsiz Conservatory, College of Musical Art; The Barry Wood Show, Arthur Godfrey Time, Arthur Godfrey's Talent Scouts; MGM Spot Sales; Boston Blackie Calling All Girls; Press Assoc.

— T —

TEMPLETON, ALEC
NBC—Alec Templeton Show

TERRY, DAVID
CBS—The Danny Kaye Show

THOMPSON, ELSIE
CBS—Aunt Jenny's Real Life Story
MBS—The Shadow

TOSCANINI, ARTURO
NBC—NBC Symphony of the Air, General Motors Symphony of the Air

TRENDLER, ROBERT
MBS—Freedom of Opportunity
MBS—Swing's the Thing
MBS—The Human Adventure

TROTTER, JOHN SCOTT
ABC—Philco Radio Time

— V —

VALLEE, RUDY
NBC—The Rudy Vallee Variety Show

VAN HOOMISSEN, JERRY
NBC—Name Your Music

VAN STEEDEN, PETER
CBS—Bob Hawk Show
NBC—Mr. District Attorney
ABC—The Alan Young Show

VITO, ELAINE
CBS—Mommie and the Man

VOORHEES, DON
NBC—Telephone Hour
NBC—Cavalcade of America

— W —

WARD, JACK
Organist; b. Philadelphia, Pa., Aug. 31, 1896; Combs Conservatory; Gangbusters, Bill Stern, Home Around the World, Univ. of the Air, Between the Bookends, Pot O'Gold; NBC Tele; NBC Recording Thesaurus.

WARING, FRED
Conductor, Composer; b. Tyrone, Pa., June 9, 1900; Penn State; Fred Waring Show (NBC), Johnson's Wax (NBC).

WARNOW, MARK
CBS—Your Hit Parade

WASHBURN, COUNTRY
NBC—Saturday Night Rounup

WELTY, GLENN
NBC—Alka-Seltzer National Barn Dance

WESTON, PAUL
CBS—The Joan Davis Show

WHITEMAN, PAUL
ABC—Stairway to the Stars

WILLSON, MEREDITH
NBC—Maxwell House Coffee Time

WIPPLE, DOC
MBS—Paula Stone & Phil Brito

WIRGES, WILLIAM
ABC—Gangbusters
MBS—Richard Maxwell—Hymns You Love

WORTH, FRANK
ABC—Smoke Dreams
MBS—Those Websters

WRIGHT, GEORGE
MBS—The Return of Nick Carter
ABC—Glamour Manor
NBC—Your United Nations

WYLE, GEORGE
ABC—The Alan Young Show

— Y —

YANACEK
NBC—Betty Crocker
NBC—Guiding Light
NBC—Today's Children
NBC—Woman in White

YOUNG, VICTOR
Orchestra leader; b. Chicago, Ill., Aug. 8, 1900; Westinghouse Program (NBC).

— Z —

ZIMMERMAN, HARRY
Don Lee Broadcasting System —Musical Dir.

IRVING (Victor) MILLER

MEL BLANC SHOW

COLGATE-PALMOLIVE-PEET

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SINGING STAR

ABBOTT and COSTELLO SHOW

NBC



Vocal Artists
—their work during 1946

— A —

101 RANCH BOYS
WSBA, York, Pa.

ABNER, BUFORD
WBT, Charlotte, N. C.
The Swanee River Boys

ABNER, MERLE
WBT, Charlotte, N. C.
The Swanee River Boys

ABRAMOVICH, KARIN
WTCN, Minneapolis, Minn.
Karin Sings

ADAMS, HOMER
KSL, Salt Lake City, Utah
Jack Frost Melodies

ADAMS, JANE
WESX, Salem, Mass.
Congratulations

ALAN, PAT
WCLO, Janesville, Wisc.
Aunt Em's Homemakers

ALEXANDER, PAUL
KYSM, Mankato, Minn.

ALIFF, HAMILTON C.
WWVA, Wheeling, W. Va.
Big Slim the Lone Cowboy

ALLEN, BETTY
WGAR, Cleveland, O.
Serenade for Smoothies, Anything Goes

ALLEN, DICK
WJAS, Pittsburgh, Pa.
Lea Kelton Orchestra

ALLEN, EMORY
WMAZ, Macon, Ga.
Radio Center

ALLEN, REX
WLS, Chicago, Ill.

ALLEN, ROSALIE
Radio & recording artist; b. Old Forge, Pa., June 27, 1923; St. Thomas Coll.; Prairie Stars (WOV), Tenderleaf Tea Tele Show; Roundup, Hayloft Hoedown, Barn Dance (WFIL); Tune corral, (WAAT).

ALLEN, TOMMY
WKY, Oklahoma City, Okla.
Show of Promise

ALME, JEANNE
WDAY, Fargo, N. D.

AMECHE, LOLA
ABC, George Barnes Octet, Junior Junction

AMES, FRANK
WHBC, Canton, O.
Moments of Devotion, Morning Meditations

AMADON, ARTHUR
WBZ-WBZA, Boston, Mass.
Serenader

ANDERSON, ANDY
KMBC, Kansas City, Mo.
Western Echoes, Brush Creek Follies

ANDERSON, BOB
WDAY, Fargo, N. D.

ANDERSON, ED
WCED, Dubois, Pa.
Songs by Anderson

ANDREWS, LOU ARDEN
KELD, El Dorado, Ark.
The Song Garden

ANDREWS SISTERS
Singers; Laverne b. July 6, 1915; Maxene b. Jan. 3, 1918; Patricia b. Feb. 1920; Minneapolis, Minn.; Eight To The Bar Ranch (NBC).



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Radio Daily

Jeannie Mc Kean

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— DAILY —

"BORGE-GOODMAN SHOW"
With Benny Goodman
N.B.C. Monday

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Hollywood

Press. Rep.
BILL BUSH
Hollywood



BILL HARRINGTON

Singing Star

MUTUAL BROADCASTING SYSTEM

Management: Douglas F. Storer

RKO Bldg., Radio City, New York



EILEEN BARTON

Direction: WM. MORRIS AGENCY



MONICA LEWIS

JAN AUGUST SHOW

REVERE CAMERAS

Mutual

Signature Records



DICK BROWN

SINGING STAR

OF

"CALLING ALL GIRLS"

"PLEASURE PARADE"

"HEARTS IN HARMONY"

"DICK BROWN SHOW"

Personal Manager Jimmy Rich

1650 Broadway New York, N. Y.

ANGIE
WPEN, Philadelphia, Pa.
Music to Dream By

ANTHONY, VIC
NBC, Music Room; Jack Arthur

ARBOGAST, CLARK
WIBW, Topeka, Kans.

ARBOGAST, WAYNE
WIBW, Topeka, Kans.

ARCHER, GENE
WRC, Washington, D. C.

ARKANSAS WOODCHOPPER
WLS, Chicago, Ill.

ARMEN, KAY
ABC—Wake Up and Smile, Johnny Olsen's Rumpus Room, Own Program

ARNOLD, EDDY
MBS—Checkerboard Jamboree

ARNOLD, PAUL
ABC—Johnny Olsen's Rumpus Room

ARTHUR, JACK
NBC, Jack Arthur

ARVAI, PAUL
WNAB, Bridgeport, Conn.
Melody Time

ASTON, BUZZ
KDKA, Pittsburgh, Pa.
Home Forum

ASTON, PHILLIP
KDKA, Pittsburgh, Pa.
Singing Strings, Memory Time, Magic Melodies

ATKINS, DICK
ABC—Al Pearce and His Gang

AURAND, FRANCES
WHBQ, Memphis, Tenn.
Star Time

AUTRY, DICK
KFEQ, St. Joseph, Mo.
Downeasters

— B —

BABBITT, HARRY
ABC—Stairway to the Stars

BAILEY, BILL
WWVA, Wheeling, W. Va.
Toby Stroud's Blue Mountain Boys

BAILEY, CECIL
WSM, Nashville, Tenn.

BAILEY, MILDRED
ABC—Woody Herman Show

BAILEY, RICHARD
WMUR, Manchester, N. H.
Melody House

BAIRD, EUGENIE
ABC—Paul Whiteman Hour, Own Program

BAIRD, PAUL
KID, Idaho Falls, Idaho
Good Word and a Song

BAKER, CURLY
WGIL, Galesburg, Ill.
Curly Baker Sings

BAKER, JACK
WSM, Nashville, Tenn.
RFD, Dixie, Dixie Nightcap

BAKER, KENNY
Singer; b. Monrovia, Cal. Sept. 30, 1912; Kenny Baker Show.

BALDWIN, BONNIE
WWVA, Wheeling, W. Va.
Radio Rangerettes

BARBER, JOSEPH
KGW, Portland, Ore.

BARCLAY, BETTY
ABC—So You Want to Lead a Band, Sammy Kaye's Sunday Serenade

BARKER, JOE
WWVA, Wheeling, W. Va.
Joe Barker's Chuckwagon Gang

BARKER, SHIRLEY
WWVA, Wheeling, W. Va.
Joe Barker's Chuckwagon Gang

BARLOW, RAMPTON
KEIO, Pocatello, Idaho

BARNES, REBECCA
WGTM, Wilson, N. C.
Studio Serenade

BARTON, EILEEN
NBC — Eileen Barton Show; Teentimers Club

BARNHILL, EUGENIA
WQAM, Miami, Fla.
Songs at the Organ



DALE EVANS
Featured Vocalist
"THE ROY ROGERS SHOW"
NBC — Saturdays

Have you met **Yvette!**



Yvette, popular young singing star who has appeared on the Nation's leading radio shows.



KENNETH SCHON

Dramatic Baritone
Metropolitan Opera Co.

ROBERT COE ASSOCIATES

BILL PERRY

11th Year

on

"Saturday Night Serenade"

. . . CBS . . . for PET MILK

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The BLUE FLAMES

"Johnny Olsen's Rumpus Room"
WJZ—ABC
Columbia Records
Transcriptions

ROBERT COE ASSOCIATES

BARRY, LEE
WMC, Memphis, Tenn.
Memory Lane
BAUER, ELAINE
WSAI, Cincinnati, O.
BEASLEY, FRANCES
WFAA, Dallas, Tex.
Songs by Frances Beasley

BEASLEY, IRENE

(Beasley, Elizabeth Irene); Producer, MC, Singer; Whitehaven, Tenn.; Sweet Briar Coll.; MC Raising A Husband MBS); MC, Singer, Producer-Grand Slam (CBS); Head of radio Prod. Service; Member N. Y. local board, AFRA.

BECK, VIRGINIA DEAN
KRIG, Odessa, Tex.
Songs by Ginger
BECKER, MARGARET
KALE, Portland, Ore.
Veterans' Job Shop
BELL, BONNIE
WWL, New Orleans, La.
BENNETT, CHUCK
KFEL, Denver, Colo.
Song to Remember
BENNETT, KEN
KPDN, Pampa, Tex.
Songs in a Modren Manner
BENNETT SISTERS
WBBM, Chicago, Ill.
BENSON, BETTY
WKMO, Kokomo, Ind.
Kokomo Kafe
BERG, FLORENCE
KDKA, Pittsburgh, Pa.
Memory Time
BERNIER, DAISY
NBC, Fred Waring Show
BEVERLY, ELAINE
MBS, KQV, Pittsburgh, Pa.
Open House, Buddy Murphy's Guestbook
KDKA, Memory Time, Brunch with Bill
BLACK, JUNE
WKRC, Cincinnati, O.
June Black Sings
BLACKHAWK VALLEY BOYS
WOWO, Fort Wayne, Ind.
WOWO, Hoosier Hop
BLISARD, DON
KUOA, Siloam Springs, Ark.
BLISARD, NORMAN
KUOA, Siloam Springs, Ark.

BLUE FLAMES, THE

Vocal group; Wild Root Show with Woody Herman Orch.; Johnny Olsen's Rumpus Room (ABC).

BOBBIE & HARPO
KFEQ, St. Joseph, Mo.
Prairie Serenaders
BODENMILLER, GEORGE
WOAI, San Antonio, Tex.
Once Over Lightly
BODKIN, PRU
WNYC, New York, N. Y.
South American Way
BOGGESS, JUDY
WKBV, Richmond, Ind.
Judy Sings
BOGGS, BILL
KFH, Wichita, Kans.
Ark Valley Boys
BOLTON, PATSY
ABC—Al Pearce Show
BOND, ANN
CBS—Oklahoma Roundup
KCMA, Oklahoma City, Okla.
BOSCH, HENRY
WMBI, Chicago, Ill.
Good News in Song
BRADLEY, CURLEY
ABC—Breakfast Club
BRAME, JEAN
KRLD, Dallas, Tex.
Spirit of '46
BRAND, OSCAR
WNYC, New York, N. Y.
Folksong
BRANNUM, HUGH (Lumpy)
NBC, Fred Waring Show
BRAY, ALGER
WHBF, Rock Island, Ill.
Buddies of the Airlanes
BREHMER, LARRY
KTBI, Tacoma, Wash.
BREWER, JENNY
WAVE, Louisville, Ky.
Lightly & Politely
BRIGHT, MRS. MORGAN
WLAR, Athens, Tenn.
WLAR Music Club
BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa.
Tap Time

BRITO, PHIL

(Colombrito, Philip T.) Singer; b. Boomer, W. Va.; Spt. 15, 1918; Kreml Radio Show (MBS); Raleigh Cigarette Show (NBC); Contented Hour (NBC); Hildegarde (NBC); Kraft Music Hall (NBC); Hollywood Open House (CBS).

(See Page 847)

BRITTON, JAMES
WHEC, Rochester, N. Y.
Silver & Gold, Sweet Rhythm, Saludos Amigos
BROOKS, DAVID
ABC—Johnny Olsen's Rumpus Room
BROOKS, DOROTHA
WTAM, Cleveland, O.
Do You Remember
BROOKS, KIRBY
WIOD, Miami, Fla.
Gems of Melody
BROUGHAM, MARTIN
NBC, Coast Guard Quartet, The Mariners
BROWN, JUNE
ABC—Chicago Serenade, Rex Maupin's Orch.
BROWN QUARTET
WENC, Whiteville, N. C.
Melodies to Remember

BROWN, DICK

(Brown, Herbert Richard); Singer, MC, Actor, b. Youngstown, O.; Cincinnati Coll. of Music; Calling All Girls; Hearts In Harmony; Pleasure Parade; Dick Brown Show (WNEW); Guest-RCA Victor Show; Dave Elman's Auction.

BROWN, ED
WMGY, Montgomery, Ala.
Songs of Ed Brown
BROWN, JACK
WLW, Cincinnati, O.
Date with Jack Brown
BROWN, NELLIE
WREN, Lawrence, Kans.
The Range Riders
BRUCE, DALTON
KRIG, Odessa, Tex.
Elmer the Hick
BURDETTE, JIM
WFAA, Dallas, Tex.
Early Birds, Dream Nocturne
BURGESS, AL
KFJB, Marshalltown, Ia.
A Little Bit of Everything
BURNET, CHESTER
WMAZ, Macon, Ga.
The Friendly Voice
BURT, WM. H.
WWVA, Wheeling, W. Va.
Familiar Melodies
BURTON, BOB
WHOP, Hopkinsville, Ky.
Sunny South Boys
BUSEY, VAUGHN
KMBC, Kansas City, Mo.
Tune Chasers
BUSH, DON
WOWO, Fort Wayne, Ind.
Don Bush Sings
BUTLER, WARDE
WKRC, Cincinnati, O.
Warde Butler Sings

— C —

CALLAHAN, BOB
KQW, San Jose, Calif.
CAMERON, BARBARA
WLW, Cincinnati, O.
Fashions in Melody
CAMPBELL, ELIZABETH
WLAY, Muscle Shoals, Ala.
Dog Patch Jamboree
CAMPBELL, FRED
WKMO, Kokomo, Ind.
Kokomo Kafe
CANTWELL, AL
WDNC, Durham, N. C.
What's Cooking in Durham
CARLYLE, LOUISE
ABC—Hires Sunday Party
CARNESI, FRANCIS
WOAI, San Antonio, Tex.
Memory Lane
CARPENTER, BERT
KSUB, Cedar City, Utah
Songs You Like to Hear
CARPENTER, DON L.
KBIX, Muskogee, Okla.
Daily Devotions
CARPENTER, THELMA
NBC—Eddie Cantor Show
CARR, RAMONA
WTOD, Toledo, O.
Saturday Serenade
CARRIER, WILLIAM
WBT, Charlotte, N. C.
The Swanee River Boys
CARROL, BOB
ABC—Mary Small Revue
CARROLL, HELEN
NBC—Chesterfield Supper Club
CARROLL, JIMMY
ABC—Pot O' Gold
CARTER, LUCY WOKER
KFUO, Clayton, Mo.
The Shut-In Hour
CARROLL, GEORGE
WLW, Cincinnati, O.
CARROLL, GLORIA
WEEI, Mass.
Coffee Club

CARROLL, JIMMY
CBS—Family Hour
MBS—Gold and Silver Minstrels

CARROLL, MARTHA
WFBM, Indianapolis, Ind.
Early Birds

CARTER, BOB
KDKA, Pittsburgh, Pa.
Tap Time, Sunday Suppertime

CARTER, KATHLEEN
WHBC, Canton, O.
Moments of Devotion

CASEY, CLAUDE
WBT, Charlotte, N. C.
The Briarhoppers

CASSELL, CHAS.
WCHA, Chambersburg, Pa.
Battle of the Century

CASSELL, PETER W.
WWVA, Wheeling, W. Va.
King of the Hillbillies

CASSELL, TOM
WCHA, Chambersburg, Pa.
Battle of the Century

CESARIO, JOHN
KROP, Brawley, Calif.
Songs by John Cesario

CHARIOTEERS
ABC—Bing Crosby

CHESNEY, JAMES
WBIR, Knoxville, Tenn.
Jimmy Chesney Sings

CHRISTIE, BEA
WFBM, Indianapolis, Ind.
Pearson Time

CHURCHILL, STUART
NBC—Fred Waring Show

CLARK, BUDDY
NBC—Carnation Contented Hour

CLAYTON, PATTI
CBS—Bouquet for You, Waitin' for Clayton

COLLYER, LYNN
NBC—Jimmy Edmondson Show, Lynn Collyer Sings

COLORADO, PETE
KMBC, Kansas City, Mo.
Early Bird Jamboree, Dinner Bell

COMO, PERRY

Vocal artist, radio & screen; b. Cannonsburg, Pa.; Supper Club (NBC).

CONTE, JOHN
NBC—Teentimers Club

CORVO, JOHNNY
NBC—Music for Saturdays

COURTNEY, DIANE
NBC—Honeymoon in New York

CRAIG, DON
NBC—Fred Waring Show

CRIST, PHIL
WFBR, Baltimore, Md.
Club 1300
Luncheon Club

CROSBY, BING
ABC—Bing Crosby Show

CROSS, GLEN
NBC—Manhattan Merry-Go-Round

CROSS, SKEETS
WOWO, Fort Wayne, Ind.
WOWO Hoosier Hop

CYR, PAUL
WEEI, Boston, Mass.
Wild Azaleas, More of Moore

— D —

DALE, PATTY
WNEW, New York, N. Y.
Hospital Circuit

DALTON, TAUDIE
KVOO, Tulsa, Okla.
Neighbor Anthony, Safety Party

DAME, DONALD
NBC—American Album of Familiar Music

DAMONE, VIC
WHN, New York, N. Y.
Vic Damone Sings, Gloomdodgers

DAUM, MARGARET
NBC—American Album of Familiar Music

DAVIES, ED
ABC—Our Singing Land

DAVIS, JANETTE
CBS—Arthur Godfrey

DAVIS, KEITH
MBS—Married for Life

DAWDY, MAUREEN
WIBW, Topeka, Kans.

DAWN, MARION
WFBR, Baltimore, Md.
Club 1300

DAY, RENNIS
NBC—A Day in the Life of Dennis Day, The Jack Benny Show

DAY, GEORGIA
WBEN, Buffalo, N. Y.
John Labatt, Ltd.

DeBORD, JEROME
WIBW, Topeka, Kans.

DeCESARE, ALICE
WGNY, Newburgh, N. Y.
Alice in Songland

DELTA RHYTHM BOYS
CBS—The Joan Davis Show

De MARCO SISTERS, THE FIVE
NBC—Fred Allen Show

DENNIS, CLARK
ABC—Welcome to Clark Dennis, Forever Tops

DENNY, CARL
WCAU, Philadelphia, Pa.

DENNY, DAVE
ABC—Dave Denny, Johnny Olsen's Rumpus Room

DENTON, JOE
WHAS, Louisville, Ky.
Dream Serenade

DESMOND, JOHNNY
NBC—Teentimers Show, Teentimers Club, Philip Morris Follies of 1946, Philip Morris Frolics

DEVORE SISTERS
WLW, Cincinnati, O.
Moon River

DICKENSON, JEAN
NBC—American Album of Familiar Music

DODD, MARY JANE
ABC—Breakfast Club, George Barnes Octet

DODSON, DOTTY
ABC—Breakfast Club

DONALDSON, ELAINE
KALL, Salt Lake City, Utah
This Is Elaine

DONOVAN, WARDE
NBC—Eileen Barton Show; Warde Donovan Sings; Solitair Time; Songs by Warde Donovan

DONS
WSM, Nashville, Tenn.

DORR, RUSSELL A.
WGAN, Portland, Me.

DOWDY, TOBY
WRUF, Gainesville, Fla.
Twilight Time

DRAGONETTE, JESSICA
ABC—Spellman Reception

DRAKE, ALFRED
ABC—Ford Festival of American Music

DUNN, ARTY
NBC—Three Suns Trio

DuVAL, JUSTINE
WAAT, Newark, N. J.
Broadwayites

— E —

EACKER, DEAN
WIBW, Topeka, Kans.

EDWARDS, HELEN
WRUF, Gainesville, Fla.
Twilight Time

EDWARDS, JOAN

Singer; b. New York, N. Y. Feb. 13, 1922; Hunter Coll.; Hit Parade; Guest appearances Carnation Contented Hour, Truth or Consequences, Evening In Paris, Jack Smith Show, Texaco Star Theatre, Sound-off, Jack Carson Show, Bob Hope Show.

EDWARDS, LEE
WWJ, Detroit, Mich.
Coffee Club

EIBECK, WALTER
KDKA, Pittsburgh, Pa.
Home Forum

EIMES, WALLY
KTUL, Tulsa, Okla.
Five Guys and a Gal

ELLIS, ANITA

NBC—Red Skelton Show; CBS—Tommy Riggs & Betty Lou.

ELLIOTT, WILLIAM
WHEB, Portsmouth, N. H.
The Singing Cop

EMBREE, DOC
WIBW, Topeka, Kans.

EMBREE, ESTHER
WIBW, Topeka, Kans.

EMERALD, GENE
KRNT, Des Moines, Ia.

ERWIN, LEE
NBC—The Mariners

ESQUIRE QUARTET (John Naher, Carter Ferris, Rudolph Williams, James Ballister)
NBC—Jimmy Edmondson Show

EVANS, BETTE
KAKC, Tulsa, Okla.
Betty Sings

EVANS, DALE
ABC—Breakfast Club

EVANS, NANCY
ABC—Breakfast Club

EVANS, PAT
KMA, Shenandoah, Ia.
Suppertime Frolic

EVANS, ROSA
WHA, Madison, Wisc.
Music Enjoyment

— F —

FABRAY, NANETTE
NBC—Jimmy Edmondson Show

FANSLER, DICK
WISH, Indianapolis, Ind.

FAULKNER, KITTY
WSM, Nashville, Tenn.

FEE, JANET
KOA, Denver, Colo.

FELDKIRCHER, EMMA
WSM, Nashville, Tenn.

FIELDS, ARTHUR
WKAT, Miami Beach, Fla.
Arthur Fields Program

FINCHER, SHORTY
WWVA, Wheeling, W. Va.
Shorty Fincher's Prairie Pals

FISHER, DICK
KDKA, Pittsburgh, Pa.
Mildred, Don and the Men About Town, Duquesne Show

FISHER, JANE
KDKA, Pittsburgh, Pa.
Home Forum

FITZPATRICK, TOM
WHBF, Rock Island, Ill.
Tom Fitzpatrick Sings

FLOWERS, SALLY
WGH, Newport News, Va.
Songs by Sally Flowers

FLOWERS, SALLY
WBNS, Columbus, O.
Sally's Sittin' Room

FOLEY, ELLEN
KDKA, Pittsburgh, Pa.
Magic Melodies

FOREMAN, FLOYD
WHBF, Rock Island, Ill.
Buddies of the Airlanes

FOSTER, GUY
WISH, Indianapolis, Ind.

FOUR CHICKS AND CHUCK
CBS—Kate Smith Sings

FOUR NOTES, THE
WFBM, Indianapolis, Ind.
Reddy Kilowatt Show

FOURNIER, NORMAN
WAWZ, Zarephath, N. J.

FRANCIS, CAROL
KSL, Salt Lake City, Utah
Window Shoppers' Guild

FRANCIS, IRMA
KPDN, Pampa, Tex.
Pursley Program

FRANKLIN BROTHERS
WSVA, Harrisonburgh, Va.
Little Church in the Valley

FREY, PAUL
ABC—Forever Tops, Radio Hall of Fame

FULLMORE, LOIS
KFJM, Grand Forks, N. D.
College Music Hall

FULTON, DICK
KDKA, Pittsburgh, Pa.
Mildred Don and the Men About Town

— G —

GAINEY, ANDREW
WCAU, Philadelphia, Pa.

GALBO, GLORIA
ABC—Garden of Song

GALE, GLADYS
KFOR, Lincoln, Nebr.
Three Moods

GALLAGHER, FRANK
ABC—Al Pearce Show

GARLAND, BOB
KDYL, Salt Lake City, Utah

GARRETT, PATSY
ABC—Johnny Olsen's Rumpus Room

GEARS, WALLY
WTCN, Minneapolis, Minn.
Soda Set

GEORGE, GABRIEL
WCMW, Canton, O.
Musical Memos

GIPSON, JACK
WBAP, Fort Worth, Tex.
Golden Douple
KGKO, Bewley Show

GLAZER, TOM
ABC—Tom Glazer's Ballad Box, Labor USA

GLENN, MARY
KDKA, Pittsburgh, Pa.
Home Forum

GODFREY, ARTHUR
CBS

GOERS, HANNABELLE
KROS, Clinton, Ia.

GOLDEN NOTES
WBAP, Fort Worth, Tex.
Golden Couple

GORDON, DON
WFAA, Dallas, Tex.
Melody Souvenirs

GOULD, JIMMY
WRVA, Richmond, Va.

GRAHAM, LOUISE
WFBC, Greenville, S. C.
Listen to Louise

GRANT, CHARLES
WHAI, Greenfield, Mass.

GRANT, ROY
WBT, Charlotte, N. C.
The Briarhoppers

GRAY, DON
WING, Dayton, O.
Don Gray Sings

GREEN, HOWARD
KGKO, Fort Worth, Tex.
Sunday Serenade

GREGORY, BOBBY
(Gregory, Robert C.); Musician, singer; Songwriter; b. Staunton, Va., Apr. 24, 1900; On 127 Keystone Transcriptions to date; Apollo records, Pilotone records, Checkered records, Benick records. First accordion player on tele program, 1925; Tele shows.

GRENIER, ANN
WATR, Waterbury, Conn.

GRIFFIN, MERVYN
KFRC, San Francisco, Calif.
Merv Griffin Sings

GRIFFIN, WAYNE S.
KSVP, Artesia, N. M.
Song Time With Wayne Griffin

GROVE, PAUL
WDZ, Tuscola, Ill.
Kitchen Barn Dance

CUNLAUGSON, CHRISTINE
WHA, Madison, Wisc.
Art Songs

GWINN, WILLIAM
KFRC, San Francisco, Calif.
Bill Gwinn Show

— H —

HAGAMAN, CHARLES
WNOX, Knoville, Tenn.
Merry-go-Round

HALE, LIBBY
WOAI, San Antonio, Tex.
Melody for Two, Once Over Lightly

HANNA, PHIL
ABC—Sunday Evening Party, Joe Hasel

HANNON, BOB
NBC—Waltz Time

HANSEL, FRED
WNAR, Norristown, Pa.

HAPPY JOHNNY & HIGGINS BOYS
KXEL, Waterloo, Ia.
Happy Baines

HARMONAIRES, THE
WLW, Cincinnati, O.
Circle Arrow Show

HARRINGTON, BILL
(Harrington, William O.); Vocalist, pianist accordionist; b. Indianapolis, Ind., May 31, 1918; Arthur Jordan Conservatory; Cincinnati Conservatory; Mill Harrington Sings (MBS); Guest on Stairway to the Stars, Harry Savoy Show, 300 Party, Vera Holly Show.

HARRIS, FRANCES
WBIG, Greensboro, N. C.
Johnny Harris & His Gang

HARRIS, HOMER
WNOX, Knoxville, Tenn.
Merry-go-Round

HARVEY, JANE
ABC—Saturday Senior Swing, Musical Showcase

HATHCOAT, JUDY
KHOZ, Harrison, Ark.
Judy's Date

HAWES, BALDWIN
ABC—Labor USA

HAWKINS, HAWKSHAW
WWVA, Wheeling, W. Va.

HAWKINS, LEM
KOMA, Oklahoma City, Okla.

HAYWARD, THOMAS
NBC, Serenade to America

HAYES, CLANCY
KGO, San Francisco, Calif.
Music for Mothers

HAYMES, DICK
ABC—Academy Award Dinner

HAYWORTH, HERB
WOWO, Fort Wayne, Ind.
Sunday Afternoon Smiles

HEMINGHAUS, PAULA
NBC, Highlights of the Bible, National Radio Pulpit
HENRY, LEE
KVOO, Tulsa, Okla.
Lyrics by Lee
HENZI, MARTHA
KDKA, Pittsburgh, Pa.
Home Forum
HIGSBY, HIRAM
KOMA, Oklahoma City, Okla.
HILDEGARDE
CBS
HILLTOPPERS
WOWO, Fort Wayne, Ind.
WOWO Hoosier Hop
HINES, HUGH
WGL, Fort Wayne, Ind.
A Boy, A Girl, and a Piano
HIRSCH, ALVIN
WMBI, Chicago, Ill.
Sacred Song
HIT PARADERS
CBS—Your Hit Parade
HOBBS, IMOGENE
KPRO, Riverside, Calif.
Imogene Presents
HODGES, JOY
NBC—Honeymoon in New York
HOGAN, ARVIL
WBT, Charlotte, N. C.
The Briarhoppers
HOLLEY, VERA
WHN, New York, N. Y.
Gloom Dodgers
ABC—Pot O' Gold, Chittison Trio
HOLLY, ED
WTIC, Hartford, Conn.
Music for You
HOLMES, SALTY
ABC—Wake Up and Smile
HOME TOWNERS QUARTET
WSM, Nashville, Tenn.
HONEY DREAMERS, THE
ABC—Wake Up and Smile
HOOSIER DUDES
WOWO, Fort Wayne, Ind.
WOWO Hoosier Hop
HOPKINS, ANN WALL
WKLX, Lexington, Ky.
Ann Hopkins Sings
HOPKINS, DOC
WLS, Chicago, Ill.
HOUGHTON, WANDA
WKAX, Birmingham, Ala.
Radio Revival
HOUSTON, BOB
NBC—Evening Melodies, Lucky Stars, Music As You Like It
HOUSTON, JOSEPHINE
ABC—Concert Time
HOWARD, FRANK
ABC—Saturday Senior Swing
HOWARD, PAPPY
WJW, Cleveland, O.
Cleveland Clambake
HUDGENS, RAY
KMBC, Kansas City, Mo.
Western Echoes, Brush Creek Follies
HUFSMITH, FRED
ABC—National Vespers
HUGHES, GEORGE
WBT, Charlotte, N. C.
The Swanee River Boys
HUGHES, MARVIN
WSM, Nashville, Tenn.
HUNTER, SUE
WHAM, Rochester, N. Y.
Something in the Air

— I —

IKE AND HAP
KVNU, Logan, Utah
Western Serenaders
INVINCIBLE SINGERS
WRUF, Gainesville, Fla.
IVERSON, "SLIM JIM"
WDGY, Minneapolis, Minn.
Slim Jim

— J —

JACK & HIS BUDDIES
WSM, Nashville, Tenn.
JAMESON, LAURA
ABC—Ballads and Blues
JARVIS, IDA
WLAW, Lawrence, Mass.
JENKINS, DAVID
WCAU, Philadelphia, Pa.
JENKINS, SHORTY
WMBG, Richmond, Va.
Farmer and His Family
JESKE, FRED
WAGE, Syracuse, N. Y.
Just Jeske
JOANELL
ABC—Teen Town, Joanell Entertains
JOHNS, VIVIEN
KDKA, Pittsburgh, Pa.
Home Forum
JOHNSON, BETTY
WBT, Charlotte, N. C.
Walker & Johnson Family Singers
JOHNSTON, BOB
ABC—Boe Johnston and Vera Massey
JOHNSON, CHUCK
ABC—The Al Pearce Show
JOHNSON, DICK
WSVA, Harrisonburg, Va.
Smiles
JOHNSON, SWEDE
KYSM, Mankato, Minn.
JONES, BARBARA
WENC, Whiteville, N. C.
Twilight Rendezvous
JONES, PAUL M.
WFLA, Tampa, Fla.
Song Souvenirs
JONES, PEGGY
KFH, Wichita, Kans.
Morning Merry-go-Round
JORDAN, ANN
WAZL, Hazleton, Pa.
JORDAN, CHARLIE
ABC—Milton Cross, Charles Jordan Sings
JORDAN, DEE
WNHC, New Haven, Conn.
JORDAN, IRENE
NBC—Songs by Irene, Serenade to America
JOYCE, RUEL
KMBC, Kansas City, Mo.
Tune Chasers
JUBILEE SINGERS
KXEL, Waterloo, Ia.
JUDY AND JEN
WOWO, Fort Wayne, Ind.
WOWO Hoosier Hop
JUN, ROSE MARIE
WMT, Cedar Rapids, Ind.
The Vagabonds, Family Party
JUVINEAU, MARION
WTOD, Toledo, O.
My Modern Melody

— K —

KALLEN, KITTY
ABC—Saturday Senior Swing

KAY, BEATRICE
MBS—Beatrice Kay Show

KAYE CHOIR
ABC—So You Want to Lead a Band
KAYEDETS
ABC—So You Want to Lead a Band
KELSON, LEE
ABC—Musical Showcase
KENDALL SISTERS
WGAR, Cleveland, O.
Range Riders, Harmony Ranch
KENNY, JAMES
WNHC, New Haven, Conn.
KEWIS, JAMES
NBC—Coast Guard Quartet, The Mariners
KILTIE, JACK
NBC—Music As You Like It, Lucky Stars, Serenade to America
KINDERS TRIO
KDKA, Pittsburgh, Pa.
Tap Time, Singing Strings, Duquesne Show
KING COLE TRIO
ABC—All American Jazz Concert, Johnny Olsen' Rumpus Room
KING, LOUISE
CBS—Bouquet for You
WBBM, Chicago, Ill.
KING, MARILYN
KOMO, Seattle, Wash.
KING, W. O., JR.
WTOC, Savannah, Ga.
KING'S JESTERS
WBBM, Chicago, Ill.
KIRBY, FRED
WBT, Charlotte, N. C.
The Briarhoppers
KOTSAFTIS, TEDDY
ABC—Henry Morgan Show
KRAFTON, BINNIE
WIBC, Indianapolis, Ind.
WIBC Coffee Shop
KRUG, FRED
KWHK, Hutchinson, Kans.

— L —

LACEY, PATSY
WBEJ, Elizabethton, Tenn.
LaDUKE, BILL
WDRC, Hartford, Conn.
Shoppers' Special
LAMOREY, NORMA
WMUR, Manchester, N. H.
Melody House
LANGLEY, DR. J. M.
WFEB, Sylacauga, Ala.
Music for You
LANSON, SNOOKY
WSM, Nashville, Tenn.
Songs by Snooky, Sunday Down South
La ROCHES, JEAN
ABC—Stairway to the Stars, Concert Time
LAWLOR, TOM
WNDR, Syracuse, N. Y.
LAWRENCE, BOB
ABC—Kay Armen and Bob Lawrence
LAWRENCE, HAROLD
WRVA, Richmond, Va.
LAWRENCE, LEONARD
KDKA, Pittsburgh, Pa.
Home Forum

LEA, TERRY
WFAA, Dallas, Tex.
Early Birds
LEACH, BILLY
CBS—Bouquet for You
WBBM, Chicago, Ill.
LEAR, ROY
WBT, Charlotte, N. C.
The Crackerjacks
LEE, NANCY
WOWO, Fort Wayne, Ind.
ABC—Hoosier Hop
LEE, PEGGY
ABC—Johnny Olsen's Rumpus Room, Bing Crosby Show
LEE, ROBERTS
WNEW, New York, N. Y.
Take It Easy
LENNON, JIMMY
ABC—Al Pearce and His Gang
LEONE, AVIS
WLS, Chicago, Ill.
LEONIDA, ADRIAN
KWHK, Hutchinson, Kans.
LEWIS, JOHN
WSM, Nashville, Tenn.

LEWIS, MONICA

Singer; b. Chicago, Ill., May 5, 1925, Hunter College; Bob Hope Show; Monica Lewis Program; Eversharp-Shick; Jack Smith

LEWIS, TOMMY
KANS, Wichita, Kans.
Jayhawk Jamboree
LILANE
WWJ, Detroit, Mich.
LINDER, ART
KRLD, Dallas, Tex.
Art Linder Sings
LINWOOD, LAURA
NBC—The Dunninger Show
LOCKARD, THOMAS
NBC—Coast Guard Quartet, The Mariners
LOCKWOOD, PAT
WCAU, Philadelphia, Pa.
LON, ALICE
ABC—Breakfast Club
LONG, ALICE
KDKA, Pittsburgh, Pa.
Home Forum
LOU, LARY
CBS—Oklahoma Roundup
LOU, MARY
KOMA, Oklahoma City, Okla.
LOVE, LUCY
WBIG, Greensboro, N. C.
Restful Music
LOVELL, DOROTHY
ABC—Opportunity Time
LUCILLE
WEBR, Buffalo, N. Y.
LYNCH, CHRISTOPHER
NBC—Voice of Firestone

— M —

MacCALLUM, JOHN
KDKA, Pittsburgh, Pa.
Mildred Don and the Men About Town, Duquesne Show
MacGREGOR, EVELYN
NBC—Waltz Time
MacRAE, GORDON
NBC—Teentimers Club
MADSEN, JERRIE
KFRC, San Francisco, Calif.
Bill Gwinn Show
MAGNON, JACK
KPAB, Laredo, Tex.
Song by Jack Magnon
MALBIN, ELAINE
NBC—Music for Tomorrow, Lucky Stars, Serenade to America, Music As You Like It
MANN, PEGGY
NBC—RCA Show
MARINERS, THE
CBS—Arthur Godfrey
MARINERS' QUARTET
ABC—The Henry Morgan Show
MARKER, MARY
NBC—Highlights of the Bible, National Radio Pulpit
MARKWELL, BERNIE
KDKA, Pittsburgh, Pa.
Duquesne Show
MARLO, MARY
ABC—So You Want to Lead a Band, Patt Barnes
MARSH, AUDREY
NBC—The Aldrich Family
MASSEY, CURT
ABC—Curt Massey Show
MASSEY, VERA
ABC—Vera Massey, Jack Berch

MAXWELL, MARILYN

(Maxwell Marvel Marilyn); Vocal artist; b. Clarinda, Iowa; Best of the Week (NBC); Abbott & Costello Show (NBC); Guest shots on Bing Crosby and Frank Sinatra program. Under contract to MGM.

MAYER, MARGERY
ABC—Hymns of All Churches
MAYO, LARRY
WTIC, Hartford, Conn.
Rudy Martin and His Orchestra
MAYO, MARY
WBT, Charlotte, N. C.
McCLELLAND, STANLEY
NBC—Highlights of the Bible, National Radio Pulpit, D & H Miners, Colgate Quartet
McDERMOTT, TOM
KOA, Denver, Colo.
McELROY, JACK
ABC—Breakfast in Hollywood, Bride and Groom
McINTYRE, DOLENA
WCOU, Lewiston, Me.
Shopping Tour

McKEON, JEANNIE

(Brabazon, Mrs. Paul); Vocalist; b. Fall River, Mass.; Univ. of Maine Green Light Review; Borge-Goodman Show; NBC; Black & White Records Yesterdays (Album).

McKNIGHT, ANNE
ABC—Echoes of New York
McMANUS, MARIAN
NBC—Manhattan Merry-Go-Round
McPHERSON, JOE
WSM, Nashville, Tenn.
MEANS, SAM
KDKA, Pittsburgh, Pa.
Home Forum
MELTON, JAMES
NBC—Harvest of Stars
MERRIDEW, REG
WGAR, Cleveland, O.
Serenade for Smoothies, Harmony Ranch
MERRILL, JACK
WFMJ, Youngstown, O.

MERRILL, ROBERT

Singer; b. Brooklyn, N. Y., June 4, 1918, Kostelanetz Hour, Serenade to America; RCA-Battle of Music; RCA-Music America Loves Best; NBC-Symphony; RCA-Television Show.

MESSERGEY, NORMAN
WOLF, Syracuse, N. Y.
Model T Melodies
METCALFE, EDDIE
KDKA, Pittsburgh, Pa.
Home Forum
MIAMI MASTERSINGERS
WQAM, Miami, Fla.
MILLBANK, PAT
ABC—Chittison Trio
MILLER, MILENA
NBC—Kraft Music Hall
MILLER, WILLIAM
ABC—Hymns of All Churches
MILLS BROTHERS, THE
NBC—The Mills Brothers
MITCHELL, RUSS
KDKA, Pittsburgh, Pa.
Mildred Don and the Men About Town, Duquesne Show
MONTANA, PATSY
WLS, Chicago, Ill.
ABC—Wake Up and Smile
MONROE, LESLIE
WSSV, Petersburg, Va.
Twilight Serenade
MONTGOMERY, JOHNNY
WSSV, Petersburg, Va.
Songs by Johnny Montgomery
MOONEY, JOE
ABC—Joe Mooney's Quartet, Paul Whiteman Hour
MOORE, CARL
WEEI, Boston, Mass.
Top O' the Morning, More of Moore
MOORE, LEONARD
KGW, Portland, Ore.
MOORE, ROSIE
WBIG, Greensboro, N. C.
Johnny Harris and His Gang
MORELAND, DON
ABC—Autumn Serenade
MORENO, BUDDY
ABC—Saturday Senior Swing
MORGAN, MAC
NBC—Cities Service Highway of Melody
MORIARITY, THOMAS
WISH, Indianapolis, Ind.
MORRIS, BETTY ELLEN
KDKA, Pittsburgh, Pa.
Songs You Love to Hear, Duquesne Show
MURPHY, MARY
WAZL, Hazleton, Pa.

MURRAY, LYN

Lyn Murray Chorus; b. London, Eng.; Hit Parade (CBS); Choral Dir. CBS.

MURTAH SISTERS
ABC—Patt Barnes
MUSTARD & GRAVY
WGTM, Wilson, N. C.
Retonga
MYERS, BOB
WAIR, Winston-Salem, N. C.
Bob Myers, Songs
MYLES, DOTTY
WBZ-WBZA, Boston, Mass.
Styles by Myles

— N —

NASH, BARNES
WHIS, Bluefield, W. Va.
NASH, HELEN
KFAB, Lincoln, Nebr.
NEIGHBORS, PAUL
ABC—Music by Adlam
NEIL, MARCIA
NBC—Honeymoon in New York, Songs by Marcia Neil
NELMS, NANCY
WDBJ, Roanoke, Va.
Estelle and Nancy
NEWTON, ERNIE
ABC—Glamour Manor
NESBIT, FRED
KOA, Denver, Colo.
NEUBERT, FRANCES
KYSM, Mankato, Minn.
NEVINS, AL
NBC, Three Suns Trio
NEVINS, MORTY
NBC—Three Suns Trio
NEWBREE, CARMELLA
WJTN, Jamestown, N. Y.
Songs by Carmella
NEWCOMER, EILEEN
WWVA, Wheeling, W. Va.
Newcomer Twins
NEWCOMER, MAXINE
WWVA, Wheeling, W. Va.
Newcomer Twins
NEWELL, JACK
WTAL, Tallahassee, Fla.
Trail Riders
NOAKES, MELVIN
KUOA, Siloam Springs, Ark.
Ozark Stamps Quartet
NOBEL, AL
KQV, Pittsburgh, Pa.
MBS—Open House, To the Ladies
NOBLE, ROGER
WHLI, Jackson, Miss.
Rog and Anne
NOLAN, ROBERT
ABC—National Vespers
NOLEN, RALPH
WTAL, Tallahassee, Fla.
At the Piano
NORRIS, RUFUS
WTIK, Durham, N. C.
Hymn Time
NORTON, LEE
WKY, Oklahoma City, Okla.
Fiesta, Ranchers
NORTON, LILLIAN
WWJ, Detroit, Mich.
Coffee Club
NOLKE, JOHN
WAWZ, Zarephath, N. J.
NUGENT, HELEN
WKRC, Cincinnati, O.
Just for You
NYLAND, NANCY
WCAU, Philadelphia, Pa.

— O —

O'CONNOR, DICK
NBC—Manhattan Merry-Go-Round
O'CONNOR, WILLIAM
WLS, Chicago, Ill.
O'DAIR, MARGIE
WWL, New Orleans, La.
O'DAIR, SALLY
WWL, New Orleans, La.
O'HEREN, DICK
WHK, Cleveland, O.
Songs to Remember, The Irish Program
OLMAN, VAL
ABC—Milton Cross Presents
O'NEIL, DANNY
ABC—Mary Small Revue, Echoes of New York
O'NEILL, JOE
KFEL, Denver, Colo.
O'Neill Sings
OLD HICKORY SINGERS
WSM, Nashville, Tenn.
OLSON, RAYMERT
WJTN, Jamestown, N. Y.
Songs by Ray Olson
ORR, CHARLES
WGST, Atlanta, Ga.
Charles Orr Sings
ORTEGA, PATSY
KQW, San Jose, Calif.
OUR TOWN QUARTETTE
WAIR, Winston-Salem, N. C.
Songs at Twilight
OWEN, REGGIE
WAVE, Louisville, Ky.
Lightly & Politely
OWENS, JACK
ABC—Breakfast Club, Stairway to the Stars
OWENS, PATTI
KFJM, Grand Forks, N. D.
Songs by Patti Owens

— P —

PAGE, PATTI
KTUL, Tulsa, Okla.
Patti & Glenn
PAINTER, TED
KMBC, Kansas City, Mo.
Tune Chasers
PARKER, EVELYN
WSM, Nashville, Tenn.
Sunday Down South, Miss Parker Presents
PARKER, FAYE
KDKA, Pittsburgh, Pa.
Tap Time
PARKS, ROY
WWVA, Wheeling, W. Va.
Toby Stroud's Blue Mountain Boys
PARRISH, FRANK
WIRE, Indianapolis, Ind.
Pure Oil Presents
PATTERSON, LARRY
KFH, Wichita, Kans.
Morning Merry-Go-Round
PATTERSON, VIRGINIA
WING, Dayton, O.
Romance
PERKINS, JUDY
MBS—Checkerboard Jamboree
PERKINS, RAY
KFEL, Denver, Colo.
Ray Perkins' Show

PERRY, BILL
CBS—Saturday Night Serenade

PETRAS, GLORIA
WCCP, Savannah, Ga.
PICKENS, JANE
ABC—Echoes of New York
PICKETT, BILL
WHAS, Louisville, Ky.
Music to Remember
THE PIED PIPERS
ABC—Johnny Olsen's Rumpus Room
PINSKI, ANTHONY A., JR.
KGA, Spokane, Wash.
PITCHFORD, DR.
WFEB, Sylacauga, Ala.
Songs from South
PLANER, BOB
WNDR, Syracuse, N. Y.
Planer's Platter Pals
POLLACK, DORIS
WFBR, Baltimore, Md.
Club 1300
POLLARD, TAL
WFTC, Kinston, N. C.
POLO, VINCENT
WEEI, Boston, Mass.
Wild Azaleas, More of Moore
POOLE, BETTY
KROS, Clinton, Ia.
POPE, NANCY
WJEJ, Hagerstown, Md.
Nancy Jane
PORTER, JEAN
KEX, Portland, Ore.
POST, WILLIAM
KALL, Salt Lake ity, Utah
The Post Bo
POWELL, DANNY
WJBW, New Orleans, La.
Danny Powell Sunset Gang
POWERS, LENNY
WESX, Salem, Mass.
Lenny at the Piano
PRAIRIE PIONEERS
WLDS, Jacksonville, Ill.
PRENTIS, MARJORIE
WMRP, Flint, Mich.
Just for Fun
PRESCOTT, PATSY
KOY, Phoenix, Ariz.
Singing Cowgirl
PRESTON, LEW
KASA, Elk City, Okla.
PRICE, HOWARD
Pittsburgh, Pa.
Duquesne Show
PRITCHARD, LLOYD
KOTA, Rapid City, S. D.
Lonesome Lloyd
PRYOR, CHARLIE
KMBC, Kansas City, Mo.
Tune Chasers

— Q —

QUILLING, AMY
KGCX, Sidney, Mont.
The Quillings
QUILLING, WALTER
KGCX, Sidney, Mont.
The Quillings

— R —

RAINES, JIM
WSVA, Harrisonburg, Pa.
Blue Ridge Mountain Boys
RAMONA
ABC—Piano Playhouse
RAND, KELLY
WWL, New Orleans, La.
RAWLEY, AL
WEEI, Boston, Mass.
Wild Azaleas & More of Moore
RAYMOND, BOB
KOMO, Seattle, Wash.
REED, CAROL
WPEN, Philadelphia, Pa.
Holiday Inn
REED, PENNY
KYW, Philadelphia, Pa.
Song Shop
REED QUARTET
WKDK, Newberry, S. C.
Newberry Life and Health
REID, BOB
WHAS, Louisville, Ky.
Fair Weather Hour

REINHART, DICK
CBS
KOMA, Oklahoma City, Okla.
Oklahoma Roundup
REUTHINGER, JACQUELINE
KPAB, Laredo, Tex.
Siesta Time
REVERE, ADRIAN
NBC—D & H Miners
REYNOLDS, JOBY
WOL, Washington, D. C.
RHYTHM RIDERS
KMBC, Kansas City, Mo.
Western Echoes, Brusch Creek Follies
RICHARDS, DON
ABC—Stairway to the Stars
RICKS, HUEY
WMSL, Decatur, Ala.
Melody Roundup
RING, BILL
KWTO, Springfield, Mo.
Kor's-A-Krackin, Bill King & the Jesters
RISSLING, ROBERT
WBZ-WBZA, Boston, Mass.
Robert Rissling Sings
RITCHIE, S. CAMPBELL
CKLW, Detroit, Mich., Ontario, Can.
Quiet Sanctuary
ROBERT, BARRY
WFIL, Philadelphia, Pa.
For You
ROBERTS, BARRY
NBC—Manhattan Merry-Go-Round
ROBERTS, KENNY
WOWO, Fort Wayne, Ind.
WOWO Hoosier Hop
ROBERTSON, TEXAS JIM
ABC—Texas Jim Robertson
ROGERS, ROY
MBS—Roy Rogers Show
ROMAY, LINA
ABC—Bing Crosby Show
ROSS, BETSY
WMBD, Peoria, Ill.
Studebaker Melodies
ROSS, TED
KMBC, Kansas City, Mo.
Rhymaline Time, Harry & Ted
ROVICK, JOHN D.
WSPD, Toledo, O.
Stump Us Program
RUSSELL, ANDY
CBS—Your Hit Parade
RUSSELL, BETTY
ABC—The Curt Massey Show
RYAN, ANN
KWTO, Springfield, Mo.
Kor's-A-Krackin, Ann and the Playboys
RYAN, DENNIS
NBC—Manhattan Merry-Go-Round
RYAN, JOHNNY
KVOO, Tulsa, Okla.
Safety Party

— S —

SAMPSON, LITTLE
WWVA, Wheeling, W. Va.
Joe Barker's Chuckwagon Gang
SAUNDERS, FRANK
CBS—Arthur Godfrey
SAUNDERS, JIMMY
ABC—Johnny Olsen's Rumpus Room
SAWTELLE, GEORGE
WMC, Memphis, Tenn.
Songs by Sawtelle
SCHON, FRED
NBC—D & H Miner

SCHON, KENNETH

Singer; b. Esdale, Wisc.; Univ. of Wisc.; San Francisco Opera Co.; Metropolitan Opera Co.; Manhattan Merry - Go - Round; American Melody Hour; Army Hour; Guest star on NBC, CBS, RCA.

SCHOOLEY, IVAN
KOA, Denver, Colo.
SCHREFFLER, ROBERT
WHKC, Columbus, O.
Organ Melodies
SCHWARZ, HERMAN
WBEN, Buffalo, N. Y.
John LaBatt, Ltd., Your Host Is Buffalo
SCOTT, ALLAN
WBBM, Chicago, Ill.
SCOTT, JERRY
WHAS, Louisville, Ky.
Matinee With Metz
SEEGER, PETE
ABC—Labor USA
SELLERS, JERRY
WAAT, Newark, N. J.
Broadwayites
SHAD, HARRY
WEBR, Buffalo, N. Y.
SHANNON, BILL
WIBG, Philadelphia, Pa
Music by Wilkinson
SHANNON, JEAN
WAVE, Louisville, Ky.
6130 Session
SHEA, GEORGE BEVERLY
ABC—Club Time
SHIRLEY, BILL
KFI, Los Angeles, Calif.
Ladies Day
SHIRLEY, PEGGY
WMBD, Peoria, Ill.
Scrapbook, Matinee
SHOE, LITTLE
KLRA, Little Rock, Ark.
Cowboy Sweethearts

SHORE, DINAH

(Montgomery, Mrs. George); Singer, actress; b. Winchester, Tenn. Mar. 1, 1917; Vanderbilt Univ.; B.A. Degree; Dinah Shore Show (CBS); Command Performance; Stars in the Afternoon (CBS); Tony Martin Show (CBS); Dinah Shore's Open House (NBC).

SHREVE, ROBERT
WOWO, Fort Wayne, Ind.
Bob Shreve Show
SIDWELL, JOYCE
WHUB, Cookeville, Tenn.
Songs by Sidwell
SILBY, LEON
WWVA, Wheeling, W. Va.
Toby Stroud's Blue Mountain Boys

SIMMS, GINNY

(Dehn, Mrs. Hyatt); Singer, actress; b. San Antonio, Tex.; Fresno State Teachers' Coll.; Ginny Simms Show (CBS); Command Performance; Elgin Christmas Show (CBS); Andre Kostelanetz; Walgreen Show.

SIMS, EVELYN
WTOC, Savannah, Ga.
SINATRA, FRANK
CBS
SLATER, URLIN
WIBW, Topeka, Kans.
SLEEPY HOLLOW GANG
WFIL, Philadelphia, Pa.
ABC Hayloft Hoedown Sleepy Hollow Gang
SMILEY, BETTE
SMITH, ARTHUR
WBT, Charlotte, N. C.
The Crackerjacks
SMITH, BOYCE
ABC—Club Matinee, At Your Request
SMITH, HOMER
NBC—Coast Guard Quartet, The Mariners
SMITH, HOWARD
KMBC, Kansas City, Mo.
Western Echoes, Brush Creek Follies
SMITH, JACK
WSAI, Cincinnati, O.

SMITH, KATE

May 9, 1909; b. Greenville, Va., Kathryne Elizabeth Smith; Kate Smith Sings, CBS.

SMITH, RALPH
WBT, Charlotte, N. C.
The Crackerjacks
SMITH, SONNY
WBT, Charlotte, N. C.
The Crackerjacks
SMOKEHOUSE TRIO
KFH, Wichita, Kans.
Ark Valley Boys
SMOOTHIES
NBC—Bernie West's Carnival, The Smoothies, Lee Sullivan's Vest Pocket Varieties
SONS OF THE RANGE
KVOO, Tulsa, Okla.
Neighbor Anthony, American Heritage
SOUTHERNAIRES
ABC—The Southernaires
SPANISH TRIO
KPAB, Laredo, Tex.
STAFFORD, JO
NBC—Chesterfield Supper Club
STEBER, ELEANOR
NBC—Voice of Firestone
STEFFEN, ART
WHAM, Rochester, N. Y.
Songs for You
STENGER, WALTER
WJEJ, Hagerstown, Md.
Faye & Pete
STEVENS, LYNN
ABC—Woody Herman Show
STEVENS, RISE
CBS—Family Hour
STRANGE, MICHAEL
KDKA, Pittsburgh, Pa.
Home Forum
SULLIVAN, MAXINE
ABC—Chittison Trio
SURFACE, MILTON
KFOR, Lincoln, Nebr.
Songs by Milton

— T —

TANNEY, ARNO
MBS—Sound Off

TATHAM, VAL
KMBC, Kansas City, Mo.
Western Echoes, Brush Creek Follies

TAYLOR, ANN
ABC—Songs by Ann

TAYLOR, BERNIE
WNHC, New Haven, Conn.

TERRELL, TOMMY
WGAR, Cleveland, O.
Aristocrats

TEW, PAUL
WRUF, Gainesville, Fla.
Twilight Time

TEXAS RANGERS
KMBC, Kansas City, Mo.
Texas Rangers, Brush Creek Follies

THOMAS, DAVID
KVAK, Atchison, Kans.
David Thomas Sings

THOMAS, THOMAS L.
NBC—Manhattan Merry-Go-Round

THOMPSON, JOHNNY
ABC—Forever Tops, Stairway to the Stars, Paul Whiteman Hour

THREE SUNS
ABC—A Present for Hollywood

TILTON, MARTHA
ABC—Stairway to the Stars

TIMM, ALLEN
WEMP, Milwaukee, Wisc.
Ladies Choice

TIMM, CHARLES
WSIV, Pekin, Ill.
Timm Taxi Time

TINGLEY, IRVING
KWNO, Winona, Minn.
Songs at Twilight

TRANKINA, TONY
ABC—Junior Junction, Paul Whiteman Hour

TUNE CHASERS
KMBC, Kansas City, Mo.
Tune Chasers

TURNBULL, ART
CKLW, Detroit, Mich.
Ontario, Can.
Dusty Lane

TURNER, DALLAS
KALE, Portland, Ore.

— U —

UNDERWOOD, RALPH
HTIK, Durham, N. C.
Underwood Show

UPTON, PAT
WKAX, Birmingham, Ala.
Pat Upton Sings

— V —

VAGABONDS
ABC—Club Matinee, Melody Bouquet, Henry Morgan Show

VALLE, RUDY
VALLEE, RUDY
ABC—Radio Hall of Fame

VAN, SHIRLEY
KGM, Portland, Ore.

VAN NOTE, MARY JEAN
WSIV, Pekin, Ill.
Magic in Music

VAN VEEN, ALLEN
KGW, Portland, Ore.

VAUGHAN, MARY
KRBM, Bozejan, Mont.
Linger Awhile

VENTURA, NINO
ABC—Stradivari Orchestra, Sunday Strings, American Melodies

VOGEL, BOB
WSFA, Montgomery, Ala.
Songs of Bob Vogel

— W —

WAIN, BEA
ABC—Arthur Murray Show
WMCA—Mr. and Mrs. Music

WAKEFIELD, CHARLES
WRVA, Richmond, Va.

WALKER, LARRY
WBT, Charlotte, N. C.
Walker Johnson Family Singers

WALLER, FRED
WLAC, Nashville, Tenn.
Memories That Linger

WALTON, JANE
ABCWake Up and Smile

WANDER, HOWARD
WWRL, Woodside, N. Y.
Songs by Howard Wander

WAREHAM, LEWIS
ABC—Hymns of All Churches

WARFIELD, WILLIAM
WHAM, Rochester, N. Y.
Little Show

WARNER, JEANNE
WRC, Washington, D. C.

WARREN, JOE
WSM, Nashville, Tenn.

WARREN, MARGE
WGL, Fort Wayne, Ind.
A Boy, A Girl, and A Piano

WAYNE, FRANCES
ABC—All American Jazz Concert, The Woody Herman Show

WAYNE, MILLIE
WWVA, Wheeling, W. Va.
Radio Rangerettes

WEBER, LOUISE
ABC—Hymns of All Churches

WEBSTER, GENE
WFBR, Baltimore, Md.
Club 1300

WELLS, DICK
WTIC, Hartford, Conn.

WHEATLEY, JOANNE
NBC, Fred Waring Show

WHEELER, MON
KHOZ, Harrison, Ark.
Mon Wheeler Unit

WHITING, MARGARET
NBC—Philip Morris Follies of 1946

WICKER, IREENE
ABC—My True Story

WILKINSON, HOLLAND
WRVA, Richmond, Va.

WILLHITE, CLAUDIA
WIBW, Topeka, Kans.

WILLHITE, WILLIAM
WIBW, Topeka, Kans.

WILLIAMS, BILLY
ABC—So You Want to Lead a Band
CBS—Bouquet for You

WILLIAM, CLAIRE
WWRL, Woodside, N. Y.
Clair, Woodside, N. Y.
Clair Williams Sings

WILLIAMS, GENE L.
WSPD, Toledo, O.
Gene Williams Sings

WILLIAMS, HANK
WSFA, Montgomery, Ala.
Hank and His Gang

WILLIAMS, WOODY
KLRA, Little Rock, Ark.
Flying—Roundup Boys

WILLSON, JIMMIE
WAPI, Birmingham, Ala.
Jimmie Willson Sings

WILSON, CECIL
KWOC, Poplar Bluff, Mo.

WILSON, JANE
NBC—Fred Waring Show

WILSON, JUDD
KYUM, Yuma, Ariz.
Singing Cowboy

WINKLER, NORBERT
WBEN, Buffalo, N. Y.
Frontiersmen, WBEN Presents

WOLF, RONALD
WKOK, Sunbury, Pa.
Strand Theatre Program

WOOD, BARRY
NBC—Johnny Presents the Philip Morris Program

WOOD, KATHRYN
WGH, Newport News, Va.
Kathryn Wood Sings

WOODS, ILENE
ABC—Johnny Thompson and Ilene Woods, Breakfast Club

WORKMAN, DICK
WFBL, Syracuse, N. Y.
Musical Clock

WORKMAN, MARY
WRVA, Richmond, Va.
Sunshine Sue

WORTH, PEDE
KQW, San Jose, Calif.

WRIGHT, ARTHUR
ABC—So You Want to Lead a Band

WRIGHT, HANK
WJPF, Herrin, Ill.
Songs by Hank Wright

WRIGHT, MARTHA
KOMO, Seattle, Wash.

WYNNE, CAROL
WFIL, Philadelphia, Pa.
ABC Hayloft Hoedown

— Y —

YEAGER, DON
WTIK, Durham, N. C.
Theatre Program

YVETTE
ABC—Stairway to the Stars

— Z —

ZIESEMER, RAY
KGVO, Missoula, Mont.
Songs of the West

ZIMMERMAN, ROBERT
KGW, Portland, Ore.

News Commentators
—their work during 1946

— A —

ABBE, JAMES
KGO, San Francisco, Calif.
ABBOTT, TOM
WNOE, New Orleans, La.
ADAMS, BOB
KMPC, Los Angeles, Calif.
ADAMS, CHARLES F.
WMVA, Martinsville, Va.
ADAMS, JOHN
WTOP, Washington, D. C.
ADAMS, W. CLARENCE
KBTM, Jonesboro, Ark.
AGRONSKY, MARTIN
WMAL, Washington, D. C.
ABC
AIKEN, LOUIS
WINX, Washington, D. C.
ALAN, PAT
WCLO, Janesville, Wisc.
ALDERMAN, JIM
WRR, Dallas, Tex.
ALDERSON, JOHN
WFBR, Baltimore, Md.
ALEX, STEVE
KSIL, Silver City, N. M.
ALLEN, JOHN
KGKO, Fort Worth, Tex.
ALLEN, JOHN
WFAA, Dallas, Tex.
ALMEN, E. L.
NBC
ANDERSON, A. ROBERT
WSTV, Steubenville, O.
ANDERSON, WARREN
WJIM, Lansing, Mich.
ANDERSON, WAYNE
KDON, Monterey, Calif.
ANTHONY, JULIAN
ABC—Headline Edition, News of Tomorrow
ARCHINARD, PAUL
NBC
ARDIS, WILLIAM L.
KGKL, San Angelo, Tex.
ARNOLD, ED.
KOAC, Coravallis, Ore.
ARTHUR, BILLY
WJNC, Jacksonville, N. C.
ARTHUR, HAROLD
WPAY, Portsmouth, O.
ASHARD, DICK
KSUB, Cedar City, Utah
ASHBAUGH, DON
KBNE, Boulder City, Nev.
ASHE, MERRILL
KOMO, Seattle, Wash.
ASHLEY, ARTHUR
WNGC, New Haven, Conn.
ATKERSON, PAUL
KPHO, Phoenix, Ariz.
AUSTAD, MARK
WWDC, Washington, D. C.
AVERY, GAYLORD
KFAB, Lincoln, Nebr.

— B —

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WLAY, Muscle Shoals, Ala.
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KWAT, Watertown, S. C.
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BOLTON, PAUL
KTBC, Austin, Tex.
BOSCHE, DAVID
KGGM, Albuquerque, N. M.
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WDOD, Chattanooga, Tenn.
BOWEN, GARTH
WTAL, Tallahassee, Fla.
BOWERS, BILL
KTTS, Springfield, Mo.
BOWMAN, ROY J.
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KRLD, Dallas, Tex.
BOYLE, ROBERT
KUOM, Minneapolis, Minn.
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KIFI, Idaho Falls, Idaho
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WHIZ, Zanesville, O.
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KBIX, Muskogee, Okla.
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CHARLES, ROBERT
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CHASE, MILTON
WLW, Cincinnati, O.
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CHILDS, RALPH
KMA, Shenandoah, Ia.
CHOATE, BOB
KWFC, Hot Springs, Ark.
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CKLW, Detroit, Mich., Ontario, Can.
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KHAS, Hastings, Nebr.
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WAYS, Charlotte, N. C.
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KTMC, McAlester, Okla.
CLARK, RAY
WOW, Omaha, Nebr.
CLAUSSEN, GENE
WMT, Cedar Rapids, Ia.
CLEMENT, EARLE
WEIM, Fitchburg, Mass.

CLOSE, UPTON
(Hall, Josef Washington); Author, lecturer, radio commentator; b. Kelso, Wash., Feb. 27, 1894; Walla Walla Coll.; Whitman Coll.; George Washington Univ.; BA degree; Weekly Commentary over Mutual Network.

COBB, WILTON
WMAZ, Macon, Ga.
COCHRAN, HARRY
WSTV, Steubenville, O.
COCHRAN, RON
WCOP, Boston, Mass.
COCKE, C. ALTON
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WSAM, Saginaw, Mich.
CULL, RICHARD
WHIO, Dayton, O.

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KWK, St. Louis, Mo.
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WRNL, Richmond, Va.
DAIL, AMBERT
WBTM, Danville, Va.
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WFVL, Hollywood, Fla.
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KBIX, Muskogee, Okla.
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KOL, Seattle, Wash.
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WAZL, Hazleton, Pa.
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DOOLEY, JIM L.
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WCOP, Boston, Mass.
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DOYLE, DICK
WELO, Tupelo, Miss.

DOYLE, JIM
News commentator, announcer; b. St. Paul, Minn. Jan. 5, 1910; Hollywood Mystery Time (ABC).

DRAKE, GALEN
ABC
DRAKE, MYRON
KTAR, Phoenix, Ariz.
DREIER, ALEX
WMAQ, Chicago, Ill.
DRILLING, JOE
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DUNBAR, DR. WILLIS F.
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WFVL, Hollywood, Calif.

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EVANS, SHIRL
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— F —

FABRE, NUMA FR.
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FAHY, A. A.
KABR, Aberdeen, S. D.
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KABC, San Antonio, Tex.
FISHER, STEVE
WWNR, Beckley, W. Va.
FITZPATRICK, JACK
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FLANERTY, PAT
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FLANNERY, HARRY W.
Radio news analyst; b. Greenburg, Pa., Mar 13 1900; Univ. of Notre Dame, Ph.B.; Daily news program, 5 days a week.

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WAAT, Newark, N. J.
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ABC
FREDERICKS, JACK
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FULLER, SYD
KHJ, Los Angeles, Calif.

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KFH, Wichita, Kans.
GAILMOR, WILLIAM
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GARDINER, DON
WJZ, New York, N. Y.
ABC

GARRED, BOB
(Garred, Robert C.); News broadcaster, narrator, special events; b. Walla Walla, Wash., Mar. 15, 1915; Leland Stanford Univ., A.B.; Two Commercial network news programs daily.

GARNES, C. M.
KRIG, Odessa, Tex.
GARRISON, JOHN
WFUN, Huntsville, Ala.
GEIGER, GEORGE
WMRP, Flint, Mich.
GERDON, EARLE
KRKO, Everett, Wash.
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GODT, GENE
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GROSS, H. R.
KXEL, Waterloo, Ia.
GUERRA, HENRY
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GUINAN, JACK
WJTN, Jamestown, N. Y.
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WHSC, Hartsville, S. C.

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WHHM, Memphis, Tenn.
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KWTO, Springfield, Mo.
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WLPM, Suffolk, Va.
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WFLA, Tampa, Fla.

JORDAN, HARRY
KEVR, Seattle, Wash.
JORDAN, MAX
NBC
JOURNAY, WARREN
WFEA, Manchester, N. H.

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KALTENBORN, H. V.
WNBC, New York, N. Y.
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KQV, Pittsburgh, Pa.
KAUFMAN, ROBERT
WISR, Butler, Pa.
KAY, ROBERT
WAVE, Louisville, Ky.
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KEEL, VAN
WBEN, Buffalo, N. Y.
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KELSEY, NORMAN
WCHV, Charlottesville, Va.
KEMPER, LOU
WFAA, Dallas, Tex.
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WHAM, Rochester, N. Y.
KIENZLE, GEORGE
WHP, Harrisburg, Pa.
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KRIEGEL, GIL
WLIB, Brooklyn, N. Y.
KUZNITSOF, WILLIAM
WLBJ, Bowling Green, Ky.

— L —

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WLDS, Jacksonville, Ill.
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KBKR, Baker, Ore.
LOFBACK, BILL
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WHNS, Columbus, O.
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WMAL, Washington, D. C.
LOOSE, CARL
WPAR, Parkersburg, W. Va.
LORBER, DR. Z.
WSBC, Chicago, Ill.
LOUD, TED
KSRV, Ontario, Ore.
LOWERY, BILL
WBEJ, Elizabethton, Tenn.
LUCAS, HARLEY
WOLK, Lima, O.
LYNCH, BUDD
CKLW, Detroit, Mich.,
Ontario, Can.

— M —

MABRY, JOE
WHUB, Cookeville, Tenn.
MacDONALD, BRUCE
WJW, Cleveland, O.
MacFARLANE, IAN ROSS
WITH, Baltimore, Md.
MACK, BILL
WEDC, Chicago, Ill.
MacVANE, JOHN
NBC
MAGIDOFF, ROBERT
NBC
MAHANEY, BOB
WIBX, Utica, N. Y.
MAHONEY, CLAUDE
WTOP, Washington, D. C.
MANN, NED
WHK, Cleveland, O.
MARBLE, MARY
WHOB, Gardner, Mass.
MARTIN, JAMES
WGAR, Cleveland, O.
MATTHEWS, TOM
WFLA, Tampa, Fla.
MAY, EARL
KMA, Shenandoah, Ia.
MAY, FOSTER
KECA, Los Angeles, Calif.
MAYER, HERB
KFUO, Clayton, Mo.
MAYER, WILLIAM
WGAR, Cleveland, O.
McBRIDE, ROBERT
WPIK, Alexandria, Va.
McCANDLESS, PAUL B.
WDAD, Indiana, Pa.
McCANN, JIM
KYW, Philadelphia, Pa.
McCANN, RICHARD
KBON, Omaha, Nebr.
McCARTHY, CHARLES F.
NBC
McCARTHY, TOM
WKRC, Cincinnati, O.
McCONE, JOHN
KROC, Rochester, Minn.
McCONNELL, ROSS
KOMO, Seattle, Wash.
McCORMACK, ROBERT
WNBC, New York, N. Y.,
WRC, Washington, D. C.
McCUNE, JOHN
WAPI, Birmingham, Ala.
McELMURRAY, AL
WFAA, Dallas, Tex.
McGEE, FRANK
KGFF, Shawnee, Okla.
McGRATH, ED
WSPA, Spartanburg, S. C.
McKELLAR, DOUG
KECA, Los Angeles, Calif.
McKINNEY, MAURICE
WJOI, Florence, Ala.
McKINNON, BILL
WNBS, Columbus, O.
McLAUGHLIN, FRANCIS
WBRE, Wilkes-Barre, Pa.
McMAHON, CHARLES
WNOX, Knoxville, Tenn.
McMAHON, TOM
WWJ, Detroit, Mich.
McMARTIN, D. COLE
KSIB, Creston, Ia.
McNERNEY, FRANCIS
WTOL, Toledo O.
McPHEE, JOHN C.
KARV, Mesa, Ariz.
MELVILLE, JOHN
WNOC, Norwich, Conn.
MENEFEE, ALLEN R.
KVAK, Atchison, Kans.
MENEFEE, ROBERT
WSLS, Roanoke, Va.
MICHAEL, MIKE
WAYS, Charlotte, N. C.
MILLHOUSE, GLENN
KGEZ, Kalispell, Mont.
MILLICAN, KEN
KXYZ, Houston, Tex.
MILLS, DR. LENNOX
WCCO, Minneapolis, Minn.
MILO, HENRY
WINS, New York, N. Y.
MINER, PAUL
WINS, New York, N. Y.
MITCHELL, HUGH
WHBQ, Memphis, Tenn.
MITCHELL, N. P.
WFBC, Greenville, S. C.
MONDAY, RAYMOND
WACO, Waco, Tex.
MONROE, JIM
KCMO, Kansas City, Mo.
MORSON, LESLIE
WNLC, New London, Conn.
MOSENA, RICHARD
KBUR, Burlington, Ia.
MOSER, GENE
KSAL, Salina, Kans.
MOSTELLER, JERRY
WMRC, Greenville, S. C.
MUELLER, MERRILL
NBC
MULCAHY, HENRY
WLAW, Lawrence, Mass.
MURRAY, DON
WAZL, Hazleton, Pa.
MURRAY, MICHAEL
WCBM, Baltimore, Md.
MURRAY, THOMAS
WHAM, Rochester, N. Y.

— N —

NAHORS, TED
KTRH, Houston, Tex.
NELSON, CY
WGIL, Galesburg, Ill.
NEWKIRK, A. B.
WICA, Ashtabula, O.
NICHOLS, DENO
KHOZ, Harrison, Ark.
NIETE, CHARLES
KTKC, Visalia, Calif.
NORBERG, SVEN
NBC

— O —

OBERLIN, RICHARD
WHAS, Louisville, Ky.
O'CONNOR, DAN
KFDA, Amarillo, Tex.
O'CONNOR, GEORGE
WINR, Binghamton, N. Y.
OETTINGER, ELMER
WGIM, Wilson, N. C.
OHLSON, REV. FREDERICK
WHEB, Portsmouth, N. H.
O'NEILL, EDWARD G
WGNY, Newburgh, N. Y.
OSHEL, VAL
WEBQ, Harrisburg, Ill.
O'SULLIVAN, TIM
WGL, Fort Wayne, Ind.
OTT, BEN
KTKC, Visalia, Calif.
OTTO, BOB
WKRC, Cincinnati, O.
OUELLETTE, LIONEL
WHEB, Portsmouth, N. H.
OWENS, JACK
WBHB, Fitzgerald, Ga.
OWENS, RAY
WFBL, Syracuse, N. Y.

— P —

PACE, ESTON
KTSA, San Antonio, Tex.
PALMER, BRUCE
WKY, Oklahoma City, Okla.
PARLIN, ALBERT
WHKC, Columbus, O.
PARR, GRANT
NBC
PEARSON, DREW
ABC
PEELER, DOUG
WAYS, Charlotte, N. C.
PEPE, JOHNNY
WPIC, Sharon, Pa.
PERKINS, DR. DEXTER
WHEC, Rochester, N. Y.
PERRY, C. STUART
WWSR, St. Albans, Vt.
PETERSON, ELMER
NBC
PETERSON, RALPH HOWARD
NBC
PETTINGILL, SAM
ABC
PHILLIPS, DONALD
WTAL, Tallahassee, Fla.
PIEPLOW, E. C.
KABR, Aberdeen, S. D.
PIERCE, BARTHOL W.
KTRB, Modesto, Calif.
PIERCE, DON
WCNC, Elizabeth City, N. C.
PLUMSTEAD, EUGENE M.
WSGN, Birmingham, Ala.
POLLMAN, HAROLD
KFJM, Grand Forks, N. D.
POMRENZE, DR. H. M.
WSBC, Chicago, Ill.
POPE, LOREN
WOL, Washington, D. C.
PORTER, ROY
NBC
PRICE, JOHN
WHP, Harrisburg, Pa.

PRINGLE, NELSON
News Analyst—CBS

PROVOST, ERIC
WSPB, Sarasota, Fla.

PUTNAM, GEORGE CARSON
News reporter, MC, Narrator; b. Wahpeton, N. Dak., Jul. 14, 1914; Macalester Coll.; Univ. of Minn.; MC, Spotlight on America; Up - to - the - Minute News; In Today Town (Tele-RCA); Movietone news and travelogues; Castle Films.

— Q —

QUINN, PAT
WPAG, Ann Arbor, Mich.

— R —

RABB, JOHN
WJRI, Lenoir, N. C.
RAGLE, GENE
WCOL, Columbus, O.
RAMSEY, FORREST
WFTC, Kinston, N. C.
RANDALL, PORTER
KFJZ, Fort Worth, Tex.
REDMOND, DICK
WHP, Harrisburg, Pa.
REED, DICK
WIRE, Indianapolis, Ind.
REES ROBERT MAX
KMJ, Fresno, Calif.
REEGES, JIM
KYW, Philadelphia, Pa.
REID, ERLE (DUKE)
KOB, Albuquerque, N. M.
REILLY, ED
WGAA, Cedartown, Ga.
REITER, FRED
WFLA, Tampa, Fla.
REPAID, HAL
WJLB, Detroit, Mich.
RIAN, CLIFF
WTCN, Minneapolis, Minn.
RICE, AL
WBIG, Greensboro, N. C.
RICHARDSON, H. L.
WIBC, Indianapolis, Ind.
RISS, DAN
WLW, Cincinnati, O.
ROBINSON, MAJ. GEORGE D.
WCOA, Pensacola, Fla.
ROBINSON, RESCOTT
WOR, New York, N. Y.
ROBINSON, R.
WKAT, Miami Beach, Fla.
ROGERS, JAMES
WENC, Whiteville, N. C.
ROLL, RICHARD
WTAM, Cleveland, O.
ROLLER, LARRY
WMFJ, Daytona Beach, Fla.
ROOSEVELT, JAMES
KLAC, Los Angeles, Calif.
ROSETTE, GEORGE
WEVD, New York, N. Y.
ROSS, JACK
WHAM, Rochester, N. Y.
ROSSELL, DEAC
WTRY, Troy, N. Y.
RUBEN, BOB
NBC
RUGH, VIC
KANS, Wichita, Kans.

— S —

SAERCHINGER, CESAR
NBC
St. CLAIR, DR. KENNETH
WKLX, Lexington, Ky.
ST. JOHN, ROBERT
NBC
SAKRY, CLIFF
KFAM, St. Cloud, Minn.
SALERNO, RICHARD G.
KGLU, Safford, Ariz.
SCANLON, CORNELIUS T.
WEEI, Boston, Mass.
SCHENKEL, CHRIS
WKBV, Richmond, Ind.
SCHENKER, PROFESSOR ANDRE
WTIC, Hartford, Conn.
SCHRAEGER, SAM
WCAP, Asbury Park, N. J.
SCOTT, COLMAN
WAKR, Akron, O.
SCOTT, ED
KEVR, Seattle, Wash.
SCOTT, FRED
WKNA, Charleston, W. Va.
SCOTT, JOHN W.
KABC, San Antonio, Tex.
SEBASTIAN, CHARLES
WLS, Chicago, Ill.
SELAH, C. WM.
WHBF, Rock Island, Ill.
SELDEN, GEORGE
WRBL, Columbus, Ga.
SEVAREID, ERIC
WTOP, Washington, D. C.
SHADEL, BILL
WTOP, Washington, D. C.
SHAPARD, BILL
WFAA, Dallas, Tex.
SHAPIRO, MIKE
KBWD, Brownwood, Tex.
SHAPLEN, ROBERT
NBC
SHARP, MOREY
KMYR, Denver, Colo.
SHAW, BRUNO
WNEW,, New York, N. Y.
SHAW, CHARLES
WOLF, Syracuse, N. Y.
SHERWOOD, DON
WMRN, Marion, O.
SHOMETTE, WILL
WOAI, San Antonio, Tex.
SHUDT, ROY
WTRY, Troy, N. Y.
SILVER, DOUGLAS
WIRA, Fort Pierce, Fla.
SISKIND, MEL
WFPG, Atlantic City, N. J.
SKORNIA, HARRY J., Ph.D.
WSUA, Bloomington, Ind.
SLATTON, JOHN L.
WFNC, Fayetteville, N. C.
SMITH, ART
WNAX, Yankton, S. D.
SMITH, ERLE
KMBC, Kansas City, Mo.
SMITH, LARRY
NBC
SMITH, LEON
WBBB, Burlington, N. C.
SMITH, MARION
WLAR, Athens, Tenn.
SMITH, WINFRED
WWVA, Wheeling, W. Va.
SMITS, LEE
WXYZ, Detroit, Mich.
SNYDER, ROBERT
WTRY, Troy, N. Y.
SOWARD, OLAF
WIBW, Topeka, Kans.
SPIROS, ROBERT E.
WBTH, Williamson, W. Va.

SPRAGUE, W. B., JR.
KAND, Corsicana, Tex.
STAPLETON, BERNARD J.
WNDR, Syracuse, N. Y.

STEEL, JOHANNES
News analyst, Journalist; WHN; Author of The Second World War, Hitler As Frankenstein, Men Behind The War, The Future of Europe.

STELLING, JACK
WKZO, Kalamazoo, Mich.
STEPHENSON, MALVINA
ABC
STEVENS, JACK
WLAW, Lawrence, Mass.
STEVENS, LEN
WNLC, New London, Conn.
STEVENSON, JAMES
NBC
STRAND, NORMAN
WSAV, Savannah, Ga.
STRANDVOLD, GEORG
KWLC, Decorah, Ia.
STUTES, MARION
WKZO, Kalamazoo, Mich.
SULLIVAN, CLAUDE
WKLX, Leington, Ky.
SULLIVAN, FLOYD M.
KWTO, Springfield, Mo.
SWIFT, JACK
KDKA, Pittsburgh, Pa.
SWING, RAYMOND
WMAL, Washington, D. C.
ABC
SWINGLEY, MARK E.
WDAE, Tampa, Fla.

— T —

TACKLEY, MITCHELL C.
WICY, Malone, N. Y.
TAINTER, ERIC
KCKN, Kansas City, Kans.
TALBOT, BILL
KOIL, Omaha, Nebr.
TAPLIN, PRESTON
WHCU, Ithaca, N. Y.
TAYLOR, PAUL
WKAT, Miami Beach, Fla.
TAYLOR, OWEN A.
WRON, Ronceverte, W. Va.
TEAGUE, W. C.
WMC, Memphis, Tenn.
TEAS, CHARLES F.
KMPC, Los Angeles, Calif.
TERWEY, TYS
WBIR, Knoxville, Tenn.
THOMANS, PAUL
WPIC, Sharon, Pa.
THOMAS, ART
WJAG, Norfolk, Nebr.
THOMAS, KENNETH
WLOE, Leaksville, N. C.
THOMAS, LOWELL
NBC
THOMPSON, CLAY
KFYO, Lubbock, Tex.
THOMPSON, RAY
KROC, Rochester, Minn.
THOMPSON, HAL
WFAA, Dallas, Tex.
TOBIN, JOE
WINS, New York, N. Y.
TOMLINSON, EDWARD
NBC
TOMLINSON, GEORGE
WCED, Dubois, Pa.
TREXLER, LARRY
WINX, Washington, D. C.
TRIGGS, AL
KTRI, Sioux City, Ia.
TRIMBLE, KERM
KROY, Sacramento, Calif.
TRUE, HAROLD
WWJ, Detroit, Mich.
TRUEKER, BOB
WCSC, Charleston, S. C.
TURNER, DEAN
WHHM, Memphis, Tenn.
TURNER, RUSSELL
WOL, Washington, D. C.
TURNER, TINY
WMJM, Cordele, Ga.

— U —

ULRICK, EDGAR
WLOK, Lima, O.
UMSCHEID, DR. ARTHUR G.
KOWH, Omaha, Nebr.
UNDERWOOD, CHARLES
WMBS, Uniontown, Pa.
UTLEY, CLIFTON
WMAQ, Chicago, Ill.

— V —

VACHE, BOB
KPHO, Phoenix, Ariz.
VADEBONCOEUR, E. R.
WSYR, Syracuse, N. Y.
VAILE, ROLAND
KCMJ, Palm Springs, Calif.
VALLENDER, G. EDWARD
WBCM, Bay City, Mich.
VANCE, JOHN
WGAC, Augusta, Ga.
VANDERCOOK, JOHN
NBC
VANDEVENTER, FRED
WOR, New York, N. Y.
VAN DYKE, RUSS
KRNT, Des Moines, Ia.
VAN HOFEN, FRED
KEVR, Seattle, Wash.
VAN KUREN, JIM
CKLW, Detroit, Mich., Ontario, Can.
VERNASCO, TED
WHOT, South Bend, Ind.
VOLHEYA, JACK
KWKW, Pasadena, Calif.
von TOBEL, PHILIP
WATR, Waterbury, Conn.

— W —

WADE, TOM
WINX, Washington, D. C.
WAGNER, BOB
WBNS, Columbus, O.
WALLACE, ED
WTAM, Cleveland, O.
WALLACE, NEAL
KFBC, Cheyenne, Wyo.
WALROD, TRUMAN
KVSF, Santa Fe, N. M.
WALTER, BILL
KGKY, Scottsbluff, Nebr.
WALSH, FRANK J.
WBCM, Bay City, Mich.
WALSH, J. RAYMOND
WMCA, New York, N. Y.
WARNER, ALBERT L.
WOL, Washington, D. C.
WARREN, BOB
KYW, Philadelphia, Pa.
WARREN, HARRY
WUTA, Salt Lake City, Utah
WEATHERS, JIM
WNEX, Macon, Ga.
WEAVER, MARK
WKY, Oklahoma City, Okla.
WEAVER, WILLIAM A.
KGFF, Shawnee, Okla.
WESP, JOE
WBEN, Buffalo, N. Y.
WEST, B.
WKAT, Miami Beach, Fla.
WHEELER, JOSEPH
KSFT, Trinidad, Colo.
WHEELOCK, HOWARD E.
WKNE, Keene, N. H.
WHITE, DON
KIT, Yakima, Wash.
WHITE, J. P.
WJR, Detroit, Mich.
WHITE, PAT
KTSA, San Antonio, Tex.
WHITELEATHER, MELVIN K.
WPEN, Philadelphia, Pa.
WHITESIDE, HUGH
WINX, Washington, D. C.
WIETING, FRED
WIBG, Philadelphia, Pa.
WILLIAMS, AUSTIN
WOAI, San Antonio, Tex.
WILLIAMS, DOC
WADC, Akron, O.
WILLIAMS, GLENN
WAGE, Syracuse, N. Y.
WILLIAMS, WALLY
WBIG, Greensboro, N. C.
WILLS, DAVID
WMAL, Washington, D. C.
WILSON, DAVID
NBC
WILSON, JIM
KTMC, McAlester, Okla.
WILSON, WILLIAM R.
WRVA, Richmond, Va.
WINCHELL, WALTER
ABC
WITTY, RICHARD
KWTO, Springfield, Mo.
WOODHOUSE, C. JAMES
WDNC, Durham, N. C.
WOODS, CHARLES
WLIB, Brooklyn, N. Y.
WOODSIDE, SAMUEL M.
WHCU, Ithaca, N. Y.
WORTMAN, BYRON C.
WCAP, Asbury Park, N. J.
WRIGHT, BOB
WJJD, Chicago, Ill.
WRIGHT, GERRY
KWFT, Wichita Falls, Tex.

— Y —

YORK, JOHN P.
KGKB, Tyler, Tex.
YOUNG, GEORGE
KGNC, Amarillo, Tex.
YOUNG, J. N.
KBST, Big Spring, Tex.
YOUNG, J. NORMAN
WAYS, Charlotte, N. C.
YOUNG, L. N.
KUGN, Eugene, Ore.
YOUNG, MURRAY
WHK, Cleveland, O.
YOUNG, ORLAND
WHIS Bluefield, W. Va.

— Z —

ZABEL, JIM
WHO, Des Moines, Ia.
ZEIGEN, JACK
WING, Dayton, O.

HARRY WISMER

Broadcasting the Nation's Top Sporting Events

Sports Director of American Broadcasting Company

Sports Commentators
their work during 1946

— A —

ALLEN, FRANK
WEMP, Milwaukee, Wisc.
ALLEN, MEL
WINS, New York, N. Y.
ALTMAN, DICK
KTHT, Houston, Tex.
ANDREWS, TED
WJBW, New Orleans, La.
ANTHONY, CHARLES
WKAR, East Lansing, Mich.
ARMSTRONG, WM. "ARMY"
WOMI, Owensboro, Ky.
ASHBAUGH, DON
KBNE, Boulder City, Nev.

— B —

BAILEY, BILL
KTHS, Hot Springs, Ark.
BAKER, FRANK K.
KDYL, Salt Lake City, Utah
BAKER, NELSON
WCAO, Baltimore, Md.
BAKKIE, HAROLD
KNOW, Austin, Tex.
BALTER, SAM
KLAC, Los Angeles, Calif.
BARBER, RED
WHN, New York, N. Y.
BARRY, JACK
WHEC, Rochester, N. Y.
BARRY, JOHN
WABI, Bangor, Me.
BASSO, NICK
WNAR, Norristown, Pa.
BATSON, GA
WDSU, New Orleans, La.
BEAN, BOB
WGBG, Greensboro, N. C.
BECHTEL, JAY
WTBO, Cumberland, Md.
BELL, ANDY
KAND, Corsicana, Tex.
BELL, TED
KRSC, Seattle, Wash.
BELLAH, MILTON
WDAR, Savannah, Ga.
BENDER, BOB
WTMA, Charleston, S. C.
BENNETT, KEN
KPDN, Pampa, Tex.
BERGMAN, ARTHUR J.
WRC, Washington, D. C.
BERING, CONRAD
KFDM, Beaumont, Tex.
BERNDT, IRVING A. "BUD"
WRAK, Williamsport, Pa.
BERRY, RICHARD
KXO, El Centro, Calif.
BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.
BIRLEFFI, LARRY
KFBC, Cheyenne, Wyo.
BLACK, JAMES
KRBC, Abilene, Tex.
BLACK, LOU
KMA, Shenandoah, Ia.
BLACKBURN, ROBERT
KFRE, Fresno, Calif.
BLOOM, MARY
WCED, Dubois, Pa.
BLUE, IRA
KGO, San Francisco, Calif.
BOCHMAN, BILL
WCOS, Columbia, S. C.
BODDEN, BOB
WCLO, Janesville, Wisc.
BODE, H. H.
KCHS, Hot Springs, N. Mex.
BOGGESS, JOHN
WLAG, LaGrange, Ga.
BOGGS, OTIS
WRUF, Gainesville, Fla.
BOLAND, JOE
WSBT, South Bend, Ind.
BOLTON, LES
KARK, Little Rock, Ark.
BOND, LYLE
KFI, Los Angeles, Calif.
BOOSE, DANA
WTSP, St. Petersburg, Fla.
BOWEN, HUGH
KFOR, Lincoln, Nebr.
BOX, VES
KRLD, Dallas, Tex.
BOYD, JOHN
WONS, Hartford, Conn.
BOYER, JOHN F.
KDKA, Pittsburgh, Pa.
BRADLEY, JACK
WSAZ, Huntington, W. Va.
BRADLEY, WILLIAM V.
WHEB, Portsmouth, N. H.
BRADLEY, WILLIAM V.
WHEB, Portsmouth, N. H.
BRAMHALL, ART
WIBA, Madison, Wisc.
BRANDY, JOE
WSLB, Ogdensburg, N. Y.
BREMSER, LYELL
KFAB, Lincoln-Omaha, Nebr.
BREN, SHELDON
KCMJ, Palm Springs, Calif.
BRENGEL, BILL
WWL, New Orleans, La.
BRITT, JIM
WEEI, Boston, Mass.
BRONSON, WALLY
WOSH, Oshkosh, Wisc.
BROUGHAM, ROYAL
KOMO, Seattle, Wash.
BROWN, A. B.
WGBG, Greensboro, N. C.
BROWN, LARRY
WCOA, Pensacola, Fla.
BRUNDIGE, BILL
WOL, Washington, D. C.
BRUZEK, WALTER
KROC, Rochester, Minn.
BRYAN, CHARLES
KVI, Tacoma, Wash.
BRYSON, JOHN
WENR, Chicago, Ill.
BUCHAN, ALEX
KMOX, St. Louis, Mo.
BULL, FRANK
KMPC-KHJ, Hollywood, Calif.
BUNDNER, GEORGE
WSAU, Wausau, Wis.
BURICK, SI
WHIO, Dayton, O.
BURNES, ROBERT
KMOX, St. Louis, Mo.
BURNS, CHARLIE
WAKR, Akron, O.
BURNS, JERRY
KDYL, Salt Lake City, Utah
BYER, HAL
KWIL, Albany, Ore.

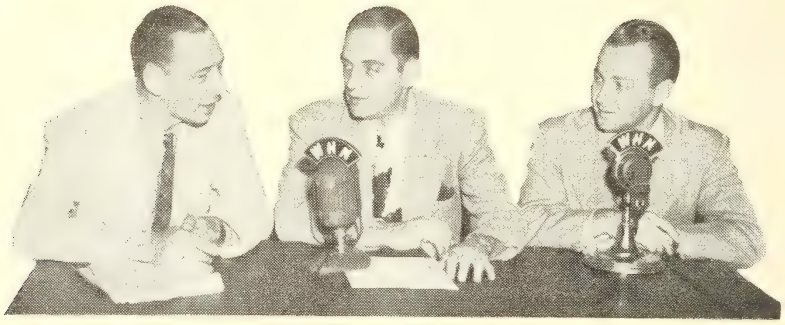
— C —

CAMPBELL, BILL
WCAU, Philadelphia, Pa.
CAMPBELL, DON
WHK, Cleveland, O.
CAMPOFREDA, NICK
WFBR, Baltimore, Md
CANAVAN, ROBERT
KROD, El Paso, Tex.
CARAY, HARRY
KXOK, St. Louis, Mo.
CAREY, BILL
WQAM, Miami, Fla.
CARLYLE, HUGH
WRVA, Richmond, Va.
CARNEGIE, TOM
WIRE, Indianapolis, Ind.
CARPENTER, WILLIAM
WSNY, Schenectady, N. Y.
CARROLL, JIM
KWYO, Sheridan, Wyo.
CARROLL, RAY
WWRL, Woodside, N. Y.
CARSON, CHARLES
WMAN, Mansfield, O.
CASE, JACK
WWNY, Watertown, N. Y.
CASPER, CY
WKY, Oklahoma City, Okla.
CASPER, TEE
KGKO - WBAP, Fort Worth, Tex.
CAVE, WALT
KMJ, Fresno, Calif.
CHALMERS, JIM
WEIM, Fitchburg, Mass.
CHAMBERLAIN, CARL
WSAY, Rochester, N. Y.
CHAPMAN, ROY T.
KTSM, El Paso, Tex.
CHARLES, DICK
KILO, Grand Forks, N. D.
CHARVAT, JACK
KTUL, Tulsa, Okla.
CHESSER, ALEC
KABC, San Antonio, Tex.
CHILDS, LELAND
WMGY, Montgomery, Ala.
CHRISTIE, GEORGE
WFEA, Manchester, N. H.
CLANCY, RAY
WMFJ, Daytona Beach, Fla.
CLARK, J. B.
WAYS, Charlotte, N. C.
CLARK, KEITH
KUTA, Salt Lake City, Utah
CLAUSSEN, GENE
WMT, Cedar Rapids, Ia.
CLAWSON, LEW
WWVA, Wheeling, W. Va.
COCHRAN, HARRY
WSTV, Steubenville, O.
COCHRAN, WILLIAM
WIOD, Miami, Fla.
CODY, DEL
KGA, Spokane, Wash.
COFEY, VINCE
WMRO, Aurora, Ill.
COLBY, LEONARD
WKZO, Kalamazoo, Mich.
COLLINS, JUD
WSM, Nashville, Tenn.
COLON, JACK
KALE, Portland, Ore.
COMPTON, JACK
WLOE, Leaksville, N. C.
CONN, MARV
WTCN, Minneapolis, Minn
COOKE, HENRY
WMAQ, Chicago, Ill.

Ward WILSON

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WKRC, Cincinnati, O.
CORNISH, WORTHEN C.
WGAN, Portland, Me.
CRAGIN, ROBERT S.
WSNY, Schenectady, N. Y.
CROSBY, CHUCK
WCOP, Boston, Mass.
CROSS, PHIL
WKNB, New Britain, Conn.
CROSS, "RED"
WMAZ, Macon, Ga.

— D —

DAVIDSON, TOM
KBIX, Muskogee, Okla.
DAVIES, BOB
KOL, Seattle, Wash.
DAVIES, JACK
KSL, Salt Lake City, Utah
DAVIS, EDDIE
WTOC, Savannah, Ga.
DAVIS, JIM
WORD, Spartanburg, S. C.
DAVOLL, HUGH
WSAM, Saginaw, Mich.
DECAMP, JOHN
WBAA, West Lafayette, Ind.
DELANEY, BOB
WJNO, West Palm Beach, Fla.
DENNIS, DINTY
WQAM, Miami, Fla.
DePHILLIPS, TONY
WWRL, Woodside, N. Y.
DESMOND, CONNIE
WHN, New York, N. Y.
DeVICTOR, MARTY
WBNS, Columbus, O.
DIEHL, BILL
WGH, Newport News, Va.
DITTERT, ED
KABC, San Antonio, Tex.
DIX, JACK
WCBI, Columbus, Miss.
DIXON, MASON
KICD, Spencer, Ia.
DOGGETT, JERRY
WRR, Dallas, Tex.
DONAHOO, DEL
KBIZ, Ottumwa, Ia.
DWTY, BYRON
WDSU, New Orleans, La.
DOYLE, DICK
WELO, Tupelo, Miss.
DRAKE, MYRON
KTAR, Phoenix, Ariz.
DRAKE, RONALD
WHP, Harrisburg, Pa.
DRAVES, BILL
KFIZ, Fond du Lac, Wisc.
DRILLING, JOE
KCOK, Tulare, Calif.
DUDLEY, JIM
WJW, Cleveland, O.
DUFFY, ROBERT
WLNH, Laconia, N. H.
DUKE, PAUL
WMBG, Richmond, Va.
DUNBAR, LEE
KLX, Oakland, Calif.
DUNBAR, STEWART
KSAL, Salina, Kans.
DUNLAVEY, RONALD
WFBL, Syracuse, N. Y.
DUNPHEY, DON
WINS, New York, N. Y.
DYER, WILLIAM
WITH, Baltimore, Md.

— E —

EDWARDS, JOHN
KCMC, Texarkana, Tex.
EDWARDS, MACK
WSBA, York, Pa.
EGNER, NATE
WLDS, Jacksonville, Ill.
ELDER, DON
WMAQ, Chicago, Ill.
ELLIOTT, BOB
WQAM, Miami, Fla.
ELLIS, PHIL
WPTF, Raleigh, N. C.
ELLIS, RALPH
WHBQ, Memphis, Tenn.
ELLIS, STEVE
WMCA, New York, N. Y.
ELSON, BOB
WJJD-WIND, Chicago, Ill.
ELSTON, BOB
KXEL, Waterloo, Ia.
ELVIN, RALPH
WLOK, Lima, O.
ENGLISH, BOB
KNEL, Brady, Tex.
ERP, JOHNNY
WMAQ, Chicago, Ill.
EUBANKS, BLAIR
WTAR, Norfolk, Va.
EUBANKS, GEORGE
WRGA, Rome, Ga.
EVANS, JACK
KAKC, Tulsa, Okla.
EVANS, JONES
WBAX, Wilkes-Barre, Pa.
EVANS, ROBERT B.
WSPD, Toledo, O.
EVERSON, BOB
KGKO-WBAP, Ft. Worth, Tex.

— F —

FALKENSTIEN, MAX
WREN, Lawrence, Kans.
FALLON, FRANK
WMEX, Boston, Mass.
FARIS, CLINT
WGTM, Wilson, N. C.
FARLEY, BILL
WELI, New Haven, Conn.
FARMER, JIM
WKBV, Richmond, Ind.
FARRELL, MAURY
WAPI, Birmingham, Ala.
FELDMAN, BOB
WMAS, Springfield, Mass.
FENTON, EDDIE
WCBM, Baltimore, Md.
FERGUSON, ANDREW B.
WBOW, Terre Haute, Ind.
FERGUSON, JOHN
WJBO, Baton Rouge, La.
FISHELL, DICK
KFWB, Hollywood, Calif.
FITZPATRICK, JACK
KFEL, Denver, Colo.
FLEISCHMAN, SOL
WDAE, Tampa, Fla.
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WNHC, New Haven, Conn.
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WLAW, Lawrence, Mass.
FLYNN, FAHEY
WBBM, Chicago, Ill.
FORSYTHE, ROBERT
WCAL, Northfield, Minn.
FOSTER, BUD
KROW, Oakland, Calif.
FOULIS, BILL
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FOX, WILLIAM F., Jr.
WIBC, Indianapolis, Ind.
FRANKLIN, ORVIN
KRRV, Sherman-Denison, Tex.
FRITZ, DONALD
WHKC, Columbus, O.
FULTON, BOB
KLRA, Little Rock, Ark.

— G —

GALLAHER, EDDIE
WTOP, Washington, D. C.
GANNON, MIKE
WCRS, Greenwood, S. C.
GARCIA, RAY
KFMB, San Diego, Calif.
GARROD, GEORGE
WWRL, Woodside, N. Y.
GATES, HILLIARD
WOWO, Fort Wayne, Ind.
GATLING, WILLIAM
WGTC, Greenville, N. C.
GAUMER, MEL
KEVR, Seattle, Wash.
GAYNOR, DON
WBTM, Danville, Va.
GEEHAN, JERRY
KMO, Tacoma, Wash.
GIBBONS, RICHARD
WCAP, Asbury Park, N. J.
GIBBS, L.
KMLB, Monroe, La.
GIBBS, ROWLAND
KWKW, Pasadena, Calif.
GILL, BO
WGNY, Newburgh, N. Y.
GISMONDI, JAMES
WMBS, Uniontown, Pa.
GIVEN, KEN
WLBJ, Bowling Green, Ky.
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WHN, News and Sports
GODON, DICK
KHQ, Spokane, Wash.
GOLIGHTLY, W. GROVER, Jr.
WSPA, Spartanburg, S. C.
GOODWIN, CARL
WCHV, Charlottesville, Va.
GOODWIN, GARY
WEDO, McKeesport, Pa.
GORDON, J. RED
KELD, El Dorado, Ark.
GORDON, LARRY
WIRE, Indianapolis, Ind.
GOSS, BAILEY
WBAL, Baltimore, Md.
GOWDY, CURT
KOMA, Oklahoma City, Okla.
GRADY, JOHN
KFRE, Fresno, Calif.
GRAHAM, WALTER
WBML, Macon, Ga.
GRAMER, WILLIAM
WKOK, Sunbury, Pa.
GRANGER, JERRY
KHAS, Hastings, Nebr.
GRANT, HAL
WGBR, Goldsboro, N. C.
GRAYSON, BOBBY
KGW, Portland, Ore.
GRIER, HARRY
KTRH, Houston, Tex.
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WADC, Akron, O.
GRISWOLD, ROGER
WCBM, Baltimore, Md.
GUBA, JOE
WEDO, McKeesport, Pa.
GUINAN, JACK
WJTN, Jamestown, N. Y.
GUNDAKER, ED
WHP, Harrisburg, Pa.

— H —

HACKETT, JON
KRNT, Des Moines, Ia.
HACKIM, LINC
WAKR, Akron, O.

HADLEY, DOUG
WJPF, Herrin, Ill.
HADLEY, IRVING D. "BUMP"
WBZ,WBZA, Boston, Mass.
HAIGIS, JOHN W. Jr.
WHAI, Greenfield, Mass.
HALL, HALSEY
WCCO, Minneapolis, Minn.
HAMPTON, RAY
WHBF, Rock Island, Ill.
HAMRICK, HOWARD
WRNL, Richmond, Va.
HANSEN, CARROLL
KQW, San Jose, Calif.
HANSTROM, ART
WEAU, Eau Claire, Wisc.
HARDEN, FRANK
WIS, Columbia, S. C.
HARING, CLAUDE
WIBG, Philadelphia, Pa.
HARMON, JAY
KTMC, McAlester, Okla.
HARRINGTON, JOHN
WBBM, Chicago, Ill.
HARRIS, LEE
KICD, Spencer, La.
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WAOV, Vincennes, Ind.
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WHNC, Henderson, N. C.
HARTFORD, CHESTER
WHEB, Portsmouth, N. H.
HARTMAN, ERNIE
WSTC, Stamford, Conn.
HARVILLE, DICK
KRGV, Weslaco, Tex.
HARWELL, ERNIE
WAGA, Atlanta, Ga.
HASEL, JOE
WJZ, New York, N. Y.
HAYES, PAT
KIRO, Seattle, Wash.
HEALY, CHARLES
WKIP, Poughkeepsie, N. Y.
HEALY, DAN
WBRK, Pittsfield, Mass.
HEATH, HAROLD
WOC, Davenport, Ia.
HEDRICK, LEE
KXYZ, Houston, Tex.
HEISS, BOB
WTMJ, Milwaukee, Wisc.
HENRY, JOHN
KVOO, Tulsa, Okla.
HERRIN, WELDON
WCCP, Savannah, Ga.
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WKLX, Lexington, Ky.
HIBBS, DOUG
WTEL, Philadelphia, Pa.
HIGGINS, LEN
KSRO, Santa Rosa, Calif.
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KXOX, Sweetwater, Tex.
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WAVE, Louisville, Ky.
HILL, JOE
WDEF, Chattanooga, Tenn.
HITCHCOCK, JACK
KCOL, Fort Collins, Colo.
HOBGOOD, R. N.
WMPS, Memphis, Tenn.
HODGES, RUSS
WINS, New York, N. Y.
HOLLERON, BOB
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WTRC, Elkhart, Ind.
HOLT, H. RUSS
WGGA, Gainesville, Ga.
HOOD, BILL
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HOOVER, DON
KIUP, Durango, Colo.
HORNER, JACK
KSTP, St. Paul-Minneapolis, Minn.
HUBBELL, ROBERT
WRLD, West Point, Ga.
HUNDLEY, EARL
WLPM, Suffolk, Va.
HUNT, JOE G.
WRW, Augusta, Ga.
HUNTINGTON, CLAY
KTBI, Tacoma, Wash.
HURT, ZACK
KFJZ, Fort Worth, Tex.
HUSS, J. W.
WIKB, Iron Mountain, Mich.
HUSS, J. W.
WJMS, Ironwood, Mich.
HUSTON, JACK
KFOR, Lincoln, Nebr..

— I —

IMBODEN, HOWARD R.
WPUV, Pulaski, Va.
INGALLS, WALLY
WSTV, Steubenville, O.
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KTOK, Oklahoma City, Okla.
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KLO, Ogden, Utah
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WBNY, Buffalo, N. Y.
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KCOW, Ellensburg, Wash.
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WMT, Cedar Rapids, Ia.
KREBSBACH, E. C.
KGCX, Sidney, Mont.
KRSHKA, FRANK
KBIO, Burley, Idaho

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WHO, Des Moines, Ia.
LAMBERT, VINCENT
KVCV, Redding, Calif.
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WIGM, Medford, Wisc.
LAND, TOMMY
WEBQ, Harrisburg, Ill.
LANDIS, De WITT
KFYO, Lubbock, Tex.
LANHAM, GEORGE
KRIG, Odessa, Tex.
LANSING, GERRY
KWTX, Waco, Tex.
LaROCCA, SALVATORE
WMBI, Chicago, Ill.
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WJAG, Norfolk, Nebr.
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WAAT, Newark, N. J.
LAWRENCE, JIMMY
KID, Idaho Falls, Idaho
LAYER, BRUCE
KPRC, Houston, Tex.
LEACH, ED
WHKP, Hendersonville, N. C.
LEDEBUHR, AL
KFUO, Clayton, Mo.
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WRBL, Columbus, Ga.
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WMMN, Fairmont, W. Va.
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WOAI, San Antonio, Tex.
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WFMJ, Youngstown, O.
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WNOE, New Orleans, La.
LESTER, TOM
WESX, Salem, Mass.
LeVOIR, BABE
WCCO, Minneapolis, Minn.
LIBBY, JOHN C.
WCOU, Lewiston, Me.
LIEBBE, BOB "SPIKE"
KWPC, Muscatine, Ia.
LINDQUIST, FRED
KOCA, Kilgore, Tex.
LITCHMAN, ART
KUGN, Eugene, Ore.
LLOYD, VINCE
WMBD, Peoria, Ill.
LOCHMAN, WALT
KCMO, Kansas City, Mo.
LOMAX, STAN
WOR, New York, N. Y.
LONG, JIM
WSLS, Roanoke, Va.
LOUTHER, JOHN H.
WSSV, Petersburg, Va.
LOVELESS, RAY
KWBW, Hutchinson, Kans.
LOWE, ALFRED
WNEX, Macon, Ga.
LOWELL, STAN
KOB, Albuquerque, N. Mex.
LOWRANCE, BOMAR
WSOC, Charlotte, N. C.
LUCE, DEAN
WDRC, Hartford, Conn.
LUND, VICTOR H.
WAOV, Vincennes, Ind.
LUPTON, JOHN
WLAN, Lancaster, Pa.
LUSK, BERNARD
KROC, Rochester, Minn.
LYLE, BOB
WGBS, Miami, Fla.
LYNCH, BUDD
CKLW, Detroit, Mich-Windsor, Ontario

— M —

MacLEAN, JOHN
WGST, Atlanta, Ga.
McMILLAN, LOWELL H.
WHEC, Rochester, N. Y.
MAGUIRE, DICK
KFJI, Klamath Falls, Ore.
MANN, STU
WLOL, Minneapolis, Minn.
MANNING, TOM
WTAM, Cleveland, O.
MARGET, MANNY
KVOX, Moorhead, Minn.
MARSHALL, R. E. (RUSTY)
WPAY, Portsmouth, O.
MARTIN, BILL
WJLB, Detroit, Mich.
MARTIN, BOB
WPOR, Portland, Me.
MARTIN, JACK
WKBH, La Crosse, Wisc.
MARTIN, JACK
WOPI, Bristol, Tenn.
MARTIN, NAT R. (TINY)
WFNC, Fayetteville, N. C.
MARX, FRANCE
KTOK, Oklahoma City, Okla.
MASON, ART
KPMC, Bakersfield, Calif.
MATHIS, LYLE
KVCV, Redding, Calif.
MATTHEWS, TOM
WFLA, Tampa, Fla.
MAXWELL, JOCKO
WWRL, Woodside, N. Y.
MAYES, DOUGLAS
WMFR, High Point, N. C.
McCARTHY, CLEM
WNBC, New York, N. Y.
McCARTHY, DICK
WKNY, Kingston, N. Y.
McCARTHY, JIM
WBRE, Wilkes-Barre, Pa.
McCARTY, PAT
KVCV, Redding, Calif.
McCLELLAN, BOB
KNOW, Austin, Tex.
McCLELLAND, PAUL
KHMO, Hannibal, Mo.
McCOY, BOB
KXA, Seattle, Wash.
McCUTCHEN, DICK
WFAS, White Plains, N. Y.
McDONALD, ARCH
WTOP, Washington, D. C.
McELVEEN, MOODY
WCOS, Columbia, S. C.
McEWEN, CHARLES
KTRB, Modesto, Calif.
McGRATH, ED
WSPA, Spartanburg, S. C.
McGRATH, NED
WHDL, Olean, N. Y.
McGUIRE, RAY
WNOE, New Orleans, La.
McINTIRE, CHARLES
WMBH, Joplin, Mo.
McKEE, BURTT
WAPI, Birmingham, Ala.
MEANEY, ED
WESX, Salem, Mass.
MEHL, ERNIE
WDAF, Kansas City, Mo.
MENKE, ED
WGBG, Greensboro, N. C.
MENTON, BILL
WMOB, Mobile, Ala.
METCALFE, CHARLES
WWWB, Jasper, Ala.
MEYER, AL
KPOW, Powell, Wyo.
MICHAEL, JOS.
WOLS, Florence, S. C.
MICHAELS, BILL
KABC, San Antonio, Tex.
MILLER, DON
WTOL, Toledo, O.
MILLER, GEORGE
WGY, Schenectady, N. Y.
MILLER, LINDY
WSAR, Fall River, Mass.
MILLER, PAUL J.
WWVA, Wheeling, W. Va.
MITCHELL, DOUG
KOH, Reno, Nev.
MOLEN, SAM
KMBC, Kansas City, Mo.

MOOREHEAD, TOM
WFIL, Philadelphia, Pa.
MORGAN, RAY
WWDC, Washington, D. C.
MORRIS, JAMES M.
KOAC, Corvallis, Ore.
MORSON, LESLIE
WNLC, New London, Conn.
MOSHIER, JEFF
WSUN, St. Petersburg, Fla.
MULLINAX, ED
WLAG, LaGrange, Ga.
MUMPTON, DICK
WKAL, Rome, N. Y.
MURPHY, BILL
KFYR, Bismarck, N. D.
MURRAY, DON
WAZL, Hazleton, Pa.
MURRAY, FRANNY
WIBG, Philadelphia, Pa.
MUZZY, JIM
WHBC, Canton, O.

— N —

NASH, JIM
WMSA, Massena, N. Y.
NEAL, BOB
WGAR, Cleveland, O.
NEAL, DON
KFLW, Klamath Falls, Ore.
NESBITT, DICK
WKRC, Cincinnati, O.
NEWHALL, COL. BOB
WSPB, Sarasota, Fla.
NEWKIRK, AL
WICA, Ashtabula, O.
NEWMAN, CY
WJBW, New Orleans, La.
NEWMAN, ZIPP
WSGN, Birminghama, Ala.
NORMAN, NEIL
WIL, St. Louis, Mo.
NORRIS, PAUL
WTIK, Durham, N. C.
NORWIG, GEORGER
WTIK, Durham, N. C.

— O —

O'BRIEN, DON
WNAX, Yankton, S. D.
O'BRIEN, MARTIN
WMRO, Aurora, Ill.
O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.
O'BRIEN, TOMMY
KRIC, Beaumont, Tex.
O'CONNER, BILL
WAAF, Chicago, Ill.
O'HARA, JOHNNY
KWK, St. Louis, Mo.
O'NEIL, LOU
WWRL, Woodside, N. Y.
O'NEILL, MARTY
WMIN, St. Paul, Minn.
ORUM, BILL
WEW, St. Louis, Mo.
OSBORNE, WAYNE
WJJD-WIND, Chicago, Ill.
OUTLAR, JESSE
WAYX, Waycross, Ga.
OVERTON, GEORGE
KTMC, McAlester, Okla.
OWEN, CLIFTON
KLWT, Ogden, Utah
OWENS, MOREY
WROK, Rockford, Ill.

— P —

PARADY, WILLIAM F.
KGLU, Safford, Ariz.
PARKER, EUGENE
WCOU, Lewiston, Me.
PARKS, DEL
WILM, Wilmington, Del.
PARSONS, MARSHALL
WDOD, Chattanooga, Tenn.
PATRICK, VAN
WEBR, Buffalo, N. Y.
PATTERSON, PAT
WMT, Cedar Rapids, Ia.
PAYNE, JACK
WNAD, Norman, Okla.
PEELER, ERNIE
KPRO, Riverside, Calif.
PENNER, RAY
WNEX, Macon, Ga.
PEPE, JOHNNY
WPIC, Sharon, Pa.
PERREAULT, PAUL J.
WKNE, Keene, N. H.
PERRY, BUSH
WALB, Albany, Ga.
PETCHNIK, HEIMIE
KROW, Oakland, Calif.
PETERSON, ART
KVOD, Denver, Colo.
PETERSON, EDDIE
KSUB, Cedar City, Utah
PHILBIN, BOB
WJOL, Joliet, Ill.
PHILLIPS, BOB
WSGN, Birmingham, Ala.
PHILLIPS, DONALD
WTAL, Tallahassee, Fla.
PIERSON, BILL
WHKK, Akron, O.
POPE, BILL
WENY, Elmira, N. Y.
POPE, BILL
WGY, Schenectady, N. Y.
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KOL, Seattle, Wash.
PRINCE, ROBERT
WJAS, Pittsburgh, Pa.
PRYOR, BILL
WNBF, Binghamton, N. Y.
PUMPHREY, HORACE
WKAX, Birmingham, Ala.

— Q —

QUIGLEY, E. C.
WIBW, Topeka, Kans.
QUINN, ROBERT
WKBZ, Muskegon, Mich.

— R —

RADER, LEONARD
KTTS, Springfield, Mo.
RAY, LARRY
KCKN, Kansas City, Mo.
RAYMOND, JACK
WISN, Milwaukee, Wis.
RAYMOND, STAN
WATL, Atlanta, Ga.
REAMS, TED
WLEE, Richmond, Va.
REARDON, DAN
WWSC, Glen Falls, N. Y.
REED, ART
WMON, Montgomery, W. Va.
REESE, JIM
WWWB, Jasper, Ala.
REEVE, RAY
WRAL, Raleigh, N. C.
REID, JIM
WPTF, Raleigh, N. C.
REID, MICHAEL
KVRS, Rock Springs, Wyo.
REILLY, ED
WGAA, Cedartown, Ga.
REYNOLDS, FRANK
WJOB, Hammond, Ind.
RHOADS, HOWARD
KUJ, Walla Walla, Wash.
RIE, JOHN P.
WRW, Augusta, Ga.
RIND, JULES
WPEN, Philadelphia, Pa.
RIPA, LOU
KTRB, Modesto, Calif.
RISER, JAMES
WJEJ, Hagerstown, Md.
RIZZO, TONY
KFRU, Columbia, Mo.
ROGERS, MARTY
WEEU, Reading, Pa.
ROLL, RICHARD
WTAM, Cleveland, O.
ROTHRUM, WILLIAM V.
WSYR, Syracuse, N. Y.
RUGH, VIC
KANS, Wichita, Kans.
RUSSELL, DAVE
KFDM, Beaumont, Tex.
RYAN, EDWARD
WOLF, Syracuse, N. Y.
RYAN, RUSSELL
WAAF, Chicago, Ill.
RYAN, TED
KGFJ, Hollywood, Calif
RYDER, LES
WCED, Dubois, Pa.

— S —

SAAM, BYRUM
WIBG, Philadelphia, Pa.
SABIN, BOB
KDON, Monterey, Calif.
SALSBURG, JOE
WARM, Scranton, Pa.
SALT, LOYD
KGA, Spokane, Wash.
SANDY, MICHAEL
WIBX, Utica, N. Y.
SAUNDERS, ERNIE
WCHS, Charleston, W. Va.
SAWYER, TOM
WDBO, Orlando, Fla.
SAWYER, VERNE E.
KMO, Tacoma, Wash.
SCEARCE, BOB
WJBO, Baton Rouge, La.
SCHLEIFER, KEN
WGIL, Galesburg, Ill.
SCHREIBER, MARK
KMYR, Denver, Colo.
SCHROCK, ALLAN
KFJB, Marshalltown, Ia.
SCHULTZ, A. F.
KFUN, Las Vegas, N. Mex.
SCHULTZ, STANLEY
KSFT, Trinidad, Colo.
SCHUSTER, PAUL
WKBB, Dubuque, Ia.
SCOTT, COLMAN
WAKR, Akron, O.
SEARS, BILL
WPEN, Philadelphia, Pa.
SEXTON, MORGAN
KROS, Clinton, Ia.
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WKAR, East Lansing, Mich.
SHAFFER, MAX
WDAN, Danville, Ill.
SHANAHAN, TOM
WEMP, Milwaukee, Wisc.
SHAPERO, DON
WJTN, Jamestown, N. Y.
SHEETZ, BILL
WLAK, Lakeland, Fla.
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SHERMAN, DEAN
WDGY, Minneapolis, Minn.
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WHUN, Huntingdon, Pa.
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KPQ, Wentachee, Wash.
SHUDT ROY
WTRY, Troy, N. Y.

SHUMATE, GENE
KSO, Des Moines, Ia.
SIEBERT, DICK
WTCN, Minneapolis, Minn.
SIEGLE, STAN
KYUM, Yuma, Ariz.
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KSJD, San Jose, Calif.
SIMMS, MOSE
KTOK, Oklahoma City, Okla.
SIMPSON, JACK
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WLEE, Richmond, Va.
SMITH, HARRY
KANS, Wichita, Kans.
SMITH, LEE
WMAS, Springfield, Mass.
SMITH, LYALL
WXYZ, Detroit, Mich.
SMITH, SIG
WKBW, Buffalo, N. Y.
SMITH, TED A.
KWRC, Pendleton, Ore.
SNOWDEN, CHARLIE
WAJR, Morgantown, W. Va.
SNOWDEN, WILLIAM A.
WTAL, Tallahassee, Fla.
SNYDER, DON
WHIO, Dayton, O.
SORENSON, FRITZ
WFIN, Findlay, O.
STANLEY, LARRY
KFH, Wichita, Kans.
STANTON, BOB
WNBC, New York, N. Y.
STANTON, JES
KVOP, Plainview, Tex.
STANTON, PETER
WJPA, Washington, Pa.
STEADMAN, BILL
WCOV, Montgomery, Ala.
STEEL, BILL
KGB, San Diego, Calif.
STEELE, BOB
WTIC, Hartford, Conn.
STEELMAN, BOB
KOIL, Omaha, Nebr.
STEMMLER, NICK
WAGE, Syracuse, N. Y.
STEPHENS, STEVE
KVOE, Santa Ana, Calif.
STERN, BILL
WNBC, New York, N. Y.
STERRETT, ROBERT
WTON, Staunton, Va.
STEVENS, JACK
WLAW, Lawrence, Mass.
STOREY, BOB
WGL, Fort Wayne, Ind.
STOUT, ALLEN
WROL, Knoxville, Tenn.
SULLIVAN, CHARLES
WMC, Memphis, Tenn.
SUTHERLAND, WILBUR C.
KDKA, Pittsburgh, Pa.
SWEENEY, B. J.
WHKC, Columbus, O.

— T —

TACY, ED
WFIG, Sumter, S. C.
TAGUE, VINCE
WSLB, Ogdenburg, N. Y.
TATE, VERNER
WFBC, Greenville, S. C.
TAYLOR, GENE
WHIT, New Bern, N. C.
TEAS, CHARLES F.
KMPC, Los Angeles, Calif.
TEMPLETON, DINK
KFRC, San Francisco, Calif.
TERRY, BOB
WTMV, East St. Louis, Ill.
TEERINGER, GEORGE
WBT, Charlotte, N. C.
THOMAS, DON
KRLC, Lewiston, Idaho
THOMAS, ROLLIE
KFI, Los Angeles, Calif.
THOMPSON, CHUCK
WIBG, Philadelphia, Pa.
THOMPSON, HAL
KGKO, Fort Worth, Tex.
THOMPSON, HAL
WFAA, Dallas, Tex.
THOMPSON, RAY
KROC, Rochester, Minn.
THORNBURGH, RED
WSAI, Cincinnati, O.
THORTON, HARRY
WAGC, Chattanooga, Tenn.
TRAYNOR, PIE
KQV, Pittsburgh, Pa.
TREDWELL, KEN
WTUK, Durham, N. C.
TSUCHUDI, LOU
WING, Dayton, O.
TUCKER, JOE
WWSW, Pittsburgh, Pa.
TUNIS, HAL
WAAT, Newark, N. J.
TURNER, AL
KVOP, Plainview, Tex.
TURNER, BOB
WHAM, Rochester, N. Y.
TURNER, JAMES
WSTP, Salisbury, N. C.
TUTT, BOB
KXOA, Sacramento, Calif.
TYSON, W. L. "TY"
WWJ, Detroit, Mich.

— U —

UFHER, BOB
WPAG, Ann Arbor, Mich.
ULRICK, EDGAR
WLOK, Lima, O.
UNFERTH, DON
WFHR, Wisconsin Rapids, Wis.

— V —

VAILE, ROLAND
KCMJ, Palm Springs, Calif.
VANCE, HENRY
WAPI, Birmingham, Ala.
VANDERHADEN, ROBERT
WATN, Watertown, N. Y.
VAN HUGH, DICK
KGY, Olympia, Wash.
VARNER, HARRY
WISE, Asheville, N. C.
VASAY, TOM
WMLT, Dublin, Ga.
VAUGHAN, BOB
KIDO, Boise, Idaho
VESTRO, AL
WATR, Waterbury, Conn.
VILLANI, JOHNNY
WBRW, Welch, W. Va.

— W —

WAGNER, JAY
WCOL, Columbus, O.
WAKEMAN, TONY
WWDC, Washington, D. C.
WALDEN, WARREN
WEAN, Providence, R. I.
WALKER, BOB H.
WACO, Waco, Tex.
WALKER, HAL
WSN, Milwaukee, Wisc.
WALSH, GEORGE
WHAS, Louisville, Ky.
WALTON, LUKE
WISH, Indianapolis, Ind.
WARD, BILL
WNCA, Asheville, N. C.
WARD, DON
WENR, Chicago, Ill.
WARREN, BILL
KVOA, Tucson, Ariz.
WARREN, MILTON
WNLC, New London, Conn.
WATSON, BOB
KGNC, Amarillo, Tex.
WATTRICK, DON
WJR, Detroit, Mich.
WAUGH, IRVING
WSM, Nashville, Tenn.
WEAVER, BILL
WDAY, Fargo, N. D.
WEBB, HUGH
WFEB, Sylacauga, Ala.
EBBE, TED
WPAT, Paterson, N. J.
WEBER, GLENN
WDBO, Orlando, Fla.
WELLS, JIM
WBEN, Buffalo, N. Y.
WEST, HARLEY
WSPD, Toledo, O.
WHEELER, JOE
WBIR, Knoxville, Tenn.
WHITE, WILLIAM
KFJB, Marshalltown, Ia.
WHITESIDES, CHAS. F.
KTEM, Temple, Tex.
WIGGINS, JIM
KABC, San Antonio, Tex.
WILLIAMS, PAUL
WWJ, Detroit, Mich.
WILLIAMS, WALLY
WBIG, Greensboro, N. C.
WILLS, HARRY
WJMC, Rice Lake, Wisc.
WILSON, BERT
WIND, Chicago, Ill.
WILSON, GLEN
WPAR, Parkersburg, W. Va.
WILSON, JOE
WENR, Chicago, Ill.

WILSON, WARD
WHN—Sports

WINNIE, RUSS
WTMJ, Milwaukee, Wis.

WISMER, HARRY M.
Sports Director ABC network; b. Port Huron, Mich., June 30, 1912; Fla. Univ.; All Army football games; Professional Football Championships; Nat'l Open Golf Tournament; Exclusive Army-Navy game; Headline Edition; Nat'l Tennis Championships

WOLF, FRED
WXYZ, Detroit, Mich.
WOLFF, BOB
WINX, Washington, D. C.
WOODLE, HAMILTON
WOLF, Syracuse, N. Y.
WOODS, JIM
WTAD, Quincy, Ill.
WOODSIDE, SAMUEL M.
WHCU, Ithaca, N. Y.

— Y —

YACK, GEORGE
WMRF, Lewiston, Pa.
YELLAND, STARR
KOA, Denver, Colo.
YOUNG, BOB
KOA, Denver, Colo.
YOUNG, JAY
WERC, Erie, Pa.
YOUNG, J. NORMAN
WAYS, Charlotte, N. C.

— Z —

ZEANAH, CHARLES
WSFA, Montgomery, Ala.
ZORNOW, E.
WLIB, Brooklyn, N. Y.

Writers for Radio

Advertising Agency—Network Station—Free Lance

— A —

ABBOTT, HARRY
KTUL, Tulsa, Okla., Movie Reviews
ADAIR, TOM
ABC—The Kenny Baker Show
ADKINS, MARY ALICE
KCQ-Spokane, Wash.
AGGER, DON
ABC—Opera News on Metropolitan Opera Program
ALEXANDER, MARTHA
ABC—Hollywood Story
ALEXANDER, ROBERT
KCRA, Sacramento, Calif.
ALEXIEVE, HELEN
KGW, Portland, Ore.
ALLEN, JILL
WRAL, Raleigh, N. C.
ALT, DON
WMT, Cedar Rapids, Ind.
Family Party, The Vagabonds
ANDERSON, HAROLD
KFOR, Lincoln, Nebr.
Song of the Week, Candlelight, Old Lace
ANDERSON, WAYNE
KDON, Monterey, Calif.
Salinas Valley News, People's Exchange
ARDEN, HAL
WHN, New York, N.Y.
Books on Trial, Music to Read By, Jazz at its Best
ARMFIELD, HILL
KCRA, Sacramento, Calif.
ARMSTRONG, ROBERTS
WISH, Indianapolis, Ind.
ARTHUR, ERIC
WNEW, New York, N.Y.
ASHLEY, MRS. MARGARET
WWL, New Orleans, La.
ASPINWALL, HUGH
KMA, Shenandoah, La.
Nishna Valley Neighbors

— B —

BACHELDOR, PHYLLIS
WCMW, Canton, O.
Views for You, Living Fiction
BAILEY, LOUISE
KMA, Shenandoah, Ia.
Forward March
BALCOM, FRANCES
WJTN, Jamestown, N. Y.
Lucie's Looking Glass
BALL, JANE ELEN
WJAS, Pittsburgh, Pa.
Woman's Digest
BATIMORE, HERMAN D.
WBRE, Wilkes-Barre, Pa.
Console Concert, Memorial Shrine
BANISTER, MANLY
KCKN, Kansas City, Kans.
BARKER, AL
ABC—Terry and the Pirates
BARKER, JUANITA
WGKV, Charleston, W. Va.
BEACH, NIKKI
WNOX, Knoxville, Tenn.
BEALE, CLYDE
WRUF, Gainesville, Fla.
Florida Farm Hour
BEAUVAIS, JOHN
WEEI, Boston, Mass.
Morning Scrapbook
BECKWITH, ALBERTA
WSVA, Savannah, Ga.

Arch Oboler

CARL
BIXBY

•

Sturges Highway
Southport, Conn.

BEHR, ROBERT BARTON
AFRS
BELL, DOROTHY
WBIR, Knoxville, Tenn.
BENNETT, BIL
WKBZ, Muskegon, Mich.
BENNETT, JACK
KWK, St. Louis, Mo.
BENTLEY, DONALD
WQAM, Miami, Fla.
BIXBY, CARL
Life Can Be Beautiful
CBS—Prudential Family Hour
Reader's Digest
BLACKWELL, EVELYN
RDW, Augusta, Ga.
BLAKE, HOARD
CBS, Hollywood, Calif.
BLANTON, PARKE
WBNS, Columbus, O.
Football Huddle
BOLEY, RAY
KOY, Phoenix, Ariz.
BOSTER, MEL
KUOM, Minneapolis, Minn.
Children's Stories
BOWSHER, MARGARET
KGA, Spokane, Wash.
BOYLESTON, LOUISE
WRVA, Richmond, Va.
BRACKEN, P.
KALE, Portland, Ore.
Bracken Brevities
BRADLEY, CAROLYN
WEW, St. Louis, Mo.
BRADSHAW, THELMA
KTBC, Austin, Tex.
Man Behind the Music
BRADY, KATHRYN
WLS, Chicago, Ill.
BRANDON, N. W.
WSAV, Savannah, Ga.
BRATSBERG, HAL
KEX, Portland, Ore.
BRAUN, GILBERT
Writer director, producer; b. New York, N. Y.; NYU; Adventures of Frank Merriwell, The Avenger; Adventures in Bibleland (Trans.).
BREAULT, LOUIS
WFAA, Dallas, Tex.
Homer K. Saphead
BREEN, RICHARD
KGO, San Francisco, Calif.
Are These Our Children, Pat, Novak, For Hire
BRENEMAN, TOM
ABC—Breakfast in Hollywood
BREWER, JERRY
CBS—Sweeney and March
BROCK, FRANK
MBS—Special Investigator
BROWN, CHARLES
MBS—Checkerboard Jamboree
BROWN, DAVID A.
WLW, Cincinnati, O.
Midwestern Hayride
BROWN, FRANK R.
BROWN, LYMAN
KGKO, Fort Worth, Tex.
Sunday Serenade
BROWN, MAE
WMAS, Springfield, Mass.
BROWN, WILLIAM
MBS—Dixie House Varieties
BRUCE, DALTON
KRIG, Odessa, Tex.
Home Town
BRUCE, JANE
WEW, St. Louis, Mo.
BRYSON, CONREY
KTSM, El Paso, Tex.
BUCHANAN, ALICE
KSO, Des Moines, Ia.
BUCK, ASLEY
ABC—Tennessee Jed
BUMP, GLENN
WBSR, Pensacola, Fla.
BURK, JOHN
ABC—Boston Symphony
BURKE, MARTIN
WWL, New Orleans, La.
BURKS, WALTER
KMBC, Kansas City, Mo.
Texas Rangers, Harry Jenks
BURNETT, MURRAY
MBS—True Detective Mysteries
BURROUS, JANE
WBBM, Chicago, Ill.

— C —

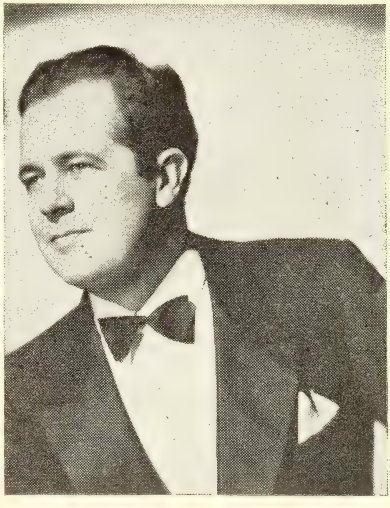
CADY, MIKE
WOPI, Bristol, Tenn.
CALKINS, DICK
MBS—Buck Rogers
CARMAN, ROBERT
WMAQ, Chicago, Ill.
CARPENTER, ANN
KALE, Portland, Ore.
CARRAWAY, HOWARD
KGKO, Fort Worth, Tex.
Bestyett Show
CARROLL, RICHARD
WEAU, Eau Claire, Wisc.
CASE, ANN
WCOL, Columbus, O.



JERRY McGILL

Writer

"Big Town" . . . CBS



MILTON CHARLES

Organist
Singer
Composer
Conductor

CHARLES, MILTON
Organist, singer, composer, conductor
CHAUDOIN, ROBERT L.
WSIX, Nashville, Tenn.
CHEVIGNY, HECTOR
MBS—Coke Club with Morton Downey
CHILD, BERT
WNYC, New York, N. Y.
Four Strings at Four
CHOPEIN, DAVID
KWK, ST. LOUIS, MO.
CLARKE, PAUL
WMT, Cedar Rapids, Iowa
Borden's Ballroom
CLARKSON, PAUL
WTAD, Quincy, Ill.
CLEMENT, DOROTHY
WSLS, Roanoke, Va.
COFFMAN, JOECILE
KSO, Des Moines, Ia.
COHEN, JACQUES
ABC—Something for the Girls
COHEN, RUBIN
KTUL, Tulsa, Okla.
Day Dreams
COLLENTINE, BERWYN
KXEL, Waterloo, Ia.
COLLINS, PARKER
KOMO, Seattle, Wash.
CONE, ROBERT
WNEW, New York, N. Y.
CONWAY, DICK
ABC—The Kenny Baker Show
CONWAY, R.
KHOZ, Harrison, Ark.
COOPER, MAUDE
WBNS, Columbus, O.
At Home with Coopers

COTT, TED
Writer, director, producer; b. Poughkeepsie, N. Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MBS); Program Manager, (WNEW); Producer; Rumplstilskin, Aesop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Sound Record.

COWAN, IRENE J.
WJAS, Pittsburgh, Pa.
COX, WANDA
KGVO, Missoula, Mont.
Crossroads Chapel
CRAIG, NANCY
ABC—The Woman of Tomorrow
CRANE, WARD
WPEN, Philadelphia, Pa.
CRANSTON, PAT
WBAP, Fort Worth, Tex.
Golden Couple
CRISTY, ANN
WJAS, Pittsburgh, Pa.
Around The Town
CUNNINGHAM, HAL
KUTA, Salt Lake City, Utah
A. G. Party Line, Milkman's Matinee, Memory Lane
CURRY, BARBARA
KOL, Seattle, Wash.
Last Call

— *D* —

DALE, IRENE
KGNC, Amarillo, Tex.

DALHASEN, TOM
WIBC, Indianapolis, Ind.
WIBC Coffee Shop
DAVIS, ARTHUR
KROD, El Paso, Tex.
DAVIS, DICK
NC Staff Writer
DAVIS, MARY, W.
WTOC, Savannah, Ga.
DAWES, EDMUND "SKIPPER"
WFIL, Philadelphia, Pa.
Studio Schoolhouse Series, Magic Lady, Supper Club
DAWSON, JAMES
WFBC, Greenville, S. C.
Kathrine Cole
DEAN, BETTY
KCKN, Kansas City, Kans.
DEAVER, KATHERINE M.
KTSM, El Paso, Tex.
deBARBA, VIOLET
WLAW, Lawrence, Mass.
DeGROOT, ROY
NBC National Hour
DEMLING, BILL
ABC—The Kenny Baker Show
DEMPSEY, VINCE
ABC—It's Harvel Music Time
DENNIS, GENE
KMBC, Kansas City, Mo.
Kansas City Report
DENSON, TOMMIE
KTBC, Austin, Tex.
Household Mints Exchange
DERBYSHIRE, JOS.
KYW, Philadelphia
Musical Pet Shop

DEVINE, JERRY
ABC—This Is Your FBI

Ruth and Gilbert Braun

Writers — Directors — Producers

☆

"Let The Brauns Build It For You"

PAUL GARDNER

Well Known Author and Sports Authority

"Lou Little Sports"

TELEVISION

ROBERT COE ASSOCIATES

DEVORE, TOM
KVOO, Tulsa, Okla.
DIAMOND, SELMA
ABC—The Kenny Baker Show
DOUGALL, BERNIE
ABC—Cliff Edwards Show
DOUGALL, TOM
ABC—Ladies Be Seated
DRAKE, GALEN
ABC—Sunrise Saluate
DUVALL, JACK
WFBM, Indianapolis, Ind.
DYER, TOM
KRNT, Des Moines, Ia.

— E —

EBEL, WALTER
KTHS, Hot Springs, Ark.
EFRON, BEN
WCOS, Columbia, S. C.
EHRILICH, MAX
ABC—Murder at Midnight
EISSING, JEANNE
KFEL, Denver, Colo.
ELLIOTT, LUCY
WKLX, Lexington, Ky.
ELLIS, RAY
ABC—The Kenny Baker Show
EMERY, WALTER
WHEB, Portsmouth, N. H.
College Cheer
ENGSTROM, MARYLEE
KQV, Pittsburgh, Pa.
Say it with Music
EURE, VIRGINIA
WDBJ, Roanoke, Va.
EVERINGHAM, MAG
KSIL, Silver City, N. M.
EWARD, FRANCES
WKBV, Richmond, Ind.
Personalities, Quiz Club
EWING, SAM
KYUM, Tuma, Ariz.
Square Shooters

— F —

FALLON, PAT
WHAM, Rochester, N. Y.
Little Show
FARLEY, JOHN
WMCA, New York, N. Y.
Where do we go From Here
FARRIS, JOE
WGKV, Charleston, W. Va.
Today's Top Tunes
FEHSENFELD, ELLEN
WCBM, Baltimore, Md.
Betty Howard
FELDHERR, CAROL
WLIB, Brooklyn, N. Y.
FINGER, LEN
ABC—Famous Jury Trials
FINICUNE, JAMES
WILM, Wilmington, Del.
Music in the Air
FINNEY, JACK
ABC—Hollywood Story
FISHER, JEAN
WPEN, Philadelphia, Pa.
FISHER, MAGGY
NBC—Finder's Keepers
ABC—Piano Playhouse
FISHER, MARVIN
CBS—Jack Carson Show
FITCH, JERRY
KFEL, Denver, Colo.
FITZGERALDS
ABC—The Fitzgeralds
FLANDERS, HARRY
WFEA, Manchester, N. H
Book Review
FLOOD, JOHN
WHBQ, Memphis, Tenn.
FLYNN, ROY
WAPI, Birmingham, Ala.
FORD, CHRIS
WENR, Chicago, Ill.
FOSTER, GEORGE
MBS—Gold & Silver Minstrels
FOUNTAIN, ANN
KOME, Tulsa, Okla.
FOUTS, ANN
WBAA, West Lafayette, Ind
FOWLER, KEITH
NBC—Burns & Allen
Maxwell House Coffee Time
FOXX, RUTH
WFIL, Philadelphia, Pa.

FRAMER, WALT
(Framer, Walter H.); Radio program producer, writer, director, MC; b. Pittsburgh, Pa., Apr. 7 1908; Univ. of Pittsburgh, B.A.; Try 'n Find Me, Break the Bank, Glamour Manor.

FREELS, MARJORIE
WCYB, Bristol, Tenn.
FREEMAN, BEN
MBS—Superman
FREEMAN, CHARLES
WRVA, Richmond, Va.
FREY, HELEN
WHA Madison, Wisc.
Fun Time, PTA Drama

WALT FRAMER

Producer—Writer—M.C.

•

Credits:

"Ladies Be Seated"
"The Black Hood"
"Try 'N' Find Me"
"Break The Bank"

Originator Of

"The Blessed Eventer"
"Have You Got It?"
"Club Hollywood"
"Name-O"
"Kiddie Kwiz"

Current

"You're In The Money"
"Quiz Bingo"
"It's Fun To Learn"

302 W. 86th St. TR. 4-0589 N.Y.C.

BILL MOGLE

Scriptwriter

MGT.: MUSIC CORP. OF AMERICA

FROMMER, LARRY
WOL, Washington, D. C.
FROST, HARRIET, B.
WBCM, Bay City, Mich.
FULLER, VERDA MAE
KSL, Salt Lake City Utah
FULTON, BETTYE
KRBC, Abilene, Tex.

— G —

GANNON, JOE
WSAI, Cincinnati, O.
GARD, ARLENE
KFJB, Marshalltown, Ia.
Man On The Street

GARDNER, PAUL
Writer for radio and magazines; b. New York, N. Y., Jul. 13, 1907; Lou Little (Tele).

GARITY, GRACE
WROL, Knoxville, Tenn.
GARLINGTON, SALLY
WSAV, Savannah, Ga.
GARNER, J. E. (PAT)
KEPW, Fort Smith, Ark.
Sabbath Morning Thoughts
GAVITT, DICK
KANS, Wichita, Kans.
Jayhawk Jamboree
GEORGE, BILL
KUOA, Siloam Springs, Ark.
Neighborhood News
GEORGE, PHYLLIS
WKST, New Castle, Pa.
GERNER, MARGARET
KROS, Clinton, Ia.
GIBSON, BONNIE
KREO, Indio, Calif.
Woman's Club of the Air, Home Folks Frolic, Brite Spot Jamboree
GILLILAND, MINNIE
KVSF, Santa Fe, N. Mex.
For The Women
GILMORE, GRAEME
WAVE, Louisville, Ky.
GILMOUR, MARY L.
WWNY, Watertown, N. Y.
GIPFORD, VERA
WEAU, Eau Claire, Wisc.
GIROUX, PAUL
KTAR, Phoenix, Ariz.
GIVENS, BETTY
WKY, Oklahoma City, Okla.
GOLDEN, DAVID T.
WPAT, Paterson, N. J.
The High School Reporter
GOLDFIN, ALLAN
ABC—Hollywood Story
GOLDOVSKY, BORIS
ABC—Opera News on Metropolitan Opera Program
GOLDSTEIN, MAX
WPEN, Philadelphia, Pa.
GORMAINE, EARL
WWJ, Detroit, Mich.
GOSETT, PAT
KTBC, Austin, Tex.
Down A Country Road
GOTTLIEB, JOSEPH
WMCA, New York, N. Y.
Halls of Congress
GOULDY, TED
WBAP, Fort Worth, Tex.
Saturday Morning Roundup
GRACIOUS, VIRGINIA LEE
WMAQ, Chicago, Ill.
GRAMLING, ANITA
WHKC, Columbus, O.
GRANT, MARGENE
KEIO, Pocatello, Idaho
GREEN, GEORGE
WAAT, Newark, N. J.
Broadwayites
GREEN, MORT
MBS—Judy 'n Jill 'n Johnny, Jonathan Trimble Esq.
GREENE, BOB
ABC — Chittison Trio, Folk Songs of the World, Johnny Thompson, Joe Mooney Quartet
GREENWOOD, GENEVIEVE
WMOB, Mobile, Ala.
GREGORY, FRANK
WKMO, Kokomo, Ind.
Kokomo Cafe
GRIFFIN, BETTY CUSHING
WIBX, Utica, N. Y.
Youth Presents Series
GROOM, MARTHA
WLAC, Nashville, Tenn.
GROSS, GLORIA
WEMP, Milwaukee, Wisc.
Ladies Choice
GROVE, WILLIAM
KSFT, Trinidad, Colo.
Trail Days

— H —

HALL, MORT
WBBM, Chicago, Ill.
HAMILTON, BETTY JO
WLAC, Nashville, Tenn.
HALL, DAVID
NBC Staff Writer
HARNACK, R. C.
WFMJ, Youngstown, O.
HARRIS, GUY
WGL, Fort Wayne, Ind.
HARTFORD, CHESTER
WHEB, Portsmouth, N. H.
HAYES, ALLEN
WWRL, Woodside, N. Y.
Allen Hayes Show
HAYES, JOHN
CBS, New York, N. Y.
Sweeney and March
HAYS, LARRY
KHJ, Los Angeles, Calif.
HELTON, WILLIAM B.
WACO, Waco, Tex.

HENLEY, ART S.
Writer, producer; b. New York, N.Y., Sept. 9, 1921; Yale Univ., B.A.; CCNY; Pratt Univ., M.E.; Honeymoon in N.Y., Kate Smith Show, 13 By Henley, Lady Dic.

HENNING, PAUL
NBC, New York, N. Y.
Burns & Allen, Maxwell House Coffee Time
HERR, BETTY
KOL, Seattle, Wash.
Western Serenade
HESS, MARGUERITE
KHQ, Spokane, Wash.
HICKS, BOB
KANS, Wichita, Kans.
Musical Quiz
HICKS, MADELINE
WTOP, Washington, D. C.
HIGSBY, HIRAM
KOMA, Oklahoma City, Okla.
HILL, GENE
WAIR, Winston-Salem, N. C.
Tobacco News
HOLDEN, GERALD
ABC, New York, N. Y.
The Listening Post
HOLDEN, JACK
WIS, Chicago, Ill.
HOLMAN, ELLEN
WRNL, Richmond, Va.
HOLMES, AUDREY
WLAC, Nashville, Tenn.
HORWITZ, BETTY
WRAL, Raleigh, N. C.
HOUSTON, MARJORIE
KCKN, Kansas City, Kans.
HOUSTON, PHYLLIS
WSNJ, Bridgeton, N. J.
HOWARTH, MARY
WTIC, Hartford, Conn.
HOWDEN, JOY
WTOC, Savannah, Ga.
HUBBARD, BILL
WESX, Salem, Mass.
HUFFER, RAYMOND
WFAA, Dallas, Tex.
HUGHES, PAUL
KTAR, Phoenix, Ariz.
HUME, MARGUERITE
WAVE, Louisville, Ky.
HUMM, MADELINE
WTOP, Washington, D. C.
Factfinder
HUNING, RALPH
KWK, St. Louis, Mo.
HUNT, ADELE
WPAT, Paterson, N. J.
Hunt for Happiness
HUNTER, CHARLES
WJW, Cleveland, O.
Matinee Merry-Go-Round
HURST, W.
KHOZ, Harrison, Ark.
HURT, SHIRLEY
WAYS, Charlotte, N. C.

— J —

JACK, ARLENE
KDKA, Pittsburgh, Pa.
JACKSON, DALE
KDKA, Pittsburgh, Pa.
JAMES, JANET
WSIX, Nashvile, Tenn.
JANCOVIC, MARGARET
WIND, Chicago, Ill.
The Bert Wilson Show
JEFFRIES, JEAN
WAYS, Charlotte, N. C.
JEWELL, JERRY
NBC, New York, N. Y.
Jack Armstrong
JOHNSON, JEAN
WQAM, Miami, Fla.
JOHNSON, LOIS
KXRO, Aberdeen, Wash.
Fashion Fair
JOHNSON, TRAVIS
ABC, New York, N. Y.
Song Spinners
JORDAN, MARY LOU
WMC, Memphis, Tenn.

— K —

KADING, DORIS
WTOL, Toledo, O.
Musical Memories
KAIGLER, DAVID
WFIL, Philadelphia, Pa.
KAGAN, BEN
NBC Staff Writer
KARCH, FRED
KYW, Philadelphia, Pa.
Today's Concert
KAUFMAN, IRWIN
KGO, San Francisco, Calif.

KAY, WALTER
WJW, Cleveland, O.
Story Book Merry-Go-Round
KEARL, WAYNE
KSL, Salt Lake City, Utah
KEISER, MILDRED
WCBM, Baltimore, Md.
Our Baltimore
KELLER, FRED
WBEN, Bugalo, N. Y.
WBEN Theater, Victory Over Handicaps
KENNEDY, EVEYN SOULE
WDSU, New Orleans, La.
KENT, DAVID
WROV, Roanoke, Va.
KIBBEY, HUGH L.
WFBM, Indianapolis, Ind.
KIENZLE, GEORGE
WHP, Harrisburg, Pa.
KING, CHARLES
WKAL, Rome, N. Y.
Roman Holiday
KING, HARRY
WPEN, Philadelphia, Pa.
KING, KEN
KLO, Ogden, Utah
Turning the Pages
KING, SIDNEY
WBHB, Fitzgerald, Ga.
KINGSLEY, RUTHANNE
WAKR, Akron, O.
KIRKWOOD, JOHN
KGAK, Gallup, N. M.
KLEE, LAWRENCE
ABC, New York, N. Y.
The Clock
KNIGHT, JEAN
WTBO, Cumberland, Md.
KNIGHT, JOHN
KOY, Phoenix, Ariz.
KNIGHT, RAY
ABC, New York, N. Y.
Good Morning—It's Knight
KNIGHTLINGER, TED
KMO, Tacoma, Wash.
This Is The Story
KOCH, MARGARET
WCOL, Columbus, O.
KOOPS, ED
KDKA, Pittsburgh, Pa.
Brunch With Bill, Builders of America Series for School of the Air
KOPELAND, CHARLES
WOL, Washington, D. C.
Evening Serenade
KRAMER, NORMAN
KOMO, Seattle, Wash.
KRAMER, PHYLLIS
WBBM, Chicago, Ill.
KRETSINGER, DORIS
KAND, Corsicana, Tex.
Hillbilly Round-Up Time

— L —

LAKEHOMER, HERB
KROD, El Paso, Tex.
LAMBROS, ESTELLE
WKAT, Miami Beach, Fla.
LAMONT, JOYCE
WCCO, Minneapolis, Minn.
LANDFEAR, DEAN
WMT, Cedar Rapids, Ia.
Off the Record
LANG, LOUIS
WIS, Columbia, S. C.
Spotlight on Belk's
LANGAN, TOM
CBS, New York, N. Y.
Your Hit Parade
LEFFERTZ, GEORGE
NBC Staff Writer
LAWSON, BOB
KTUL, Tulsa, Okla.
Rodeo & Round-Up
LEVY, SELMA
WELI, New Haven, Conn.
LIBIN, BERT
WWDC, Washington, D. C.
LINDEN, NAT
CBS, New York, N. Y.
The Joan Davis Show
LINDGREN, LIL
KTRI, Sioux City, Iowa
Bekins Top Tunes
LIPP, FREDERICK
WMAQ, Chicago, Ill.
LITTLE, HERB, JR.
CBS, New York, N. Y.
Mel Blanc Show
LOCKRIDGE, MARGARET
KTHS, Hot Springs, Ark.
LOCKWOOD, BETTY JO
KTSM, El Paso, Tex.
LOGAN, AILENE
WOPI, Bristol, Tenn.
LONEY, MARGARET
KOME, Tulsa, Okla.
LORD, PHILLIPS, H. L.
ABC, New York, N. Y.
Counterspy, Policewoman, Gangbusters
LOWERY, BILL
WBEJ, Elizabethton, Tenn.
Wide Horizons
LUM 'N ABNER
ABC, New York, N. Y.
Lum 'N Abner
LUNKER, LARRY
WFMJ, Youngstown, O.
LYNCH, PEG
ABC, New York, N. Y.
Ethel and Albert
LYONS, DON
WING, Dayton, O.
Sunny Side Up

— M —

MacGREGOR, JOCK
MBS, New York, N. Y.
Nick Carter
MAGNUSON, WOODROW
WBEN, Buffalo, N. Y.
Uncle Ben's Club
MAHLOCK, CALO
WOWO, Fort Wayne, Ind.
Music & Memories
MAITLAND, JULES
KEX, Portland, Ore.
MALEY, ROBERT
WLW, Cincinnati, O.
Circle Arrow Show
MALONE, TED
ABC, New York, N. Y.
Ted Malone
MANNHEIM, MANNY
CBS, New York, N. Y.
Sweeney & March
MARCH, HAL
CBS, New York, N. Y.
Sweeney & March
MARCUS, LARRY
ABC, New York, N. Y.
Dark Venture
MARION, IRA
ABC, New York, N. Y.
Coffee Concert, American Melodies, Buddy Weed Trio
MBS, New York, N. Y.
It's Up To Youth
MARKS, SHERMAN
WBBM, Chicago, Ill.
MARTIN, BESS
WLAC, Nashville, Tenn.
MARTIN, FLORENCE
WAKR, Akron, O.
MARTIN, HARRY
WFBM, Indianapolis, Ind.
MATTOON, BARBARA
WTOD, Toledo, O.
Hollywood Lens
MAYER, PEGGY L.
MBS, New York, N. Y.
Nick Carter
MAYER, WILLIAM
KSFO, San Francisco, Calif.
Can You Find It?

McGILL, JERRY

(McGill, E. R.); Radio writer, director, producer; b. Bridgeport, Conn., 1905; Univ. of Fla., B.A.; Rhodes Scholar, Oxford; Cavalcade; Helen Hayes; Mr. District Attorney; Jury Trials; Big Town.

McGILL, ROBERT
KGW, Portland, Ore.
McGRATH, BOB
WACO, Waco, Tex.
McGREEVY, JOHN
KTAR, Phoenix, Ariz.
McKINNON, JO
WHHM, Memphis, Tenn.
McNERNEY, FRANCIS
WTOL, Toledo, O.
Maumee Valley Squire
McQUARRIE, MARY-BETH
KOIL, Omaha, Nebr.
MENEFEE, ALLEN R.
KVAK, Atchison, Kans.
MEREDITH, WILLIAM
WLW, Cincinnati, O.
We Must Be Vigilant
MIDGLEY, JOHN W.
WCVS, Springfield, Ill.
MIESSE, ELIZABETH
KGNC, Amarillo, Tex.
MILLEN, PAUL
KOA, Denver, Colo.
MILLER, DOROTHY L.
KVGO, Missoula, Mont.
Club Calendar
MILLER, GARY
WBBM, Chicago, Ill.
MILLER, HALLIE M.
WKY, Oklahoma City, Okla.
MILLER, SIGMUND
ABC, New York, N. Y.
Murder At Midnight
MILIGAN, DAVE
WIRE, Indianapolis, Ind.
MILLIGAN, HAROLD, V.
ABC, New York, N. Y.
Metropolitan Opera Narration
MILOE, DON
KOMA, Oklahoma City, Okla.
MILTON, PAUL
MBS, New York, N. Y.
Spotlight On America, Gabriel Heatter Show
MIMS, STUART
WAPI, Birmingham, Ala.
MOFETT, BARBARA
KCKN, Kansas City, Kans.

MOGLE, BILL

Script writer; b. Chicago, Ill., Jul. 25, 1914; Univ. of Chicago; Paul Whiteman's Forever Tops, Eugene Baird Sings, Sunday Strings, Sammy Kaye's So You Want To Lead A Band.

MOORE, NANCY
ABC
Hollywood Story
MORGAN, HENRY
ABC, Henry Morgan Show
MORRIS, MICHAEL
ABC, Hollywood Story

MURRAY, WILLIAM R.
WPUV, Pulaski, Va.
Miss Virginia Oranges
MURROW, BIL
ABC, Bing Crosby Show
MYERS, EILEEN
WQAM, Miami, Fla.

— N —

NEGRI, ELEANOR
WAJR, Morgantown, W. Va.
NEILSEN, ROLF
KOB, Albuquerque, N. M.
NELSON, ROSS
KCMC, Texarkana, Tex.
NELSON, TED
KPAB, Laredo, Tex.
NEUHAUS, GISA
KOB, Albuquerque, N. M.
NEVILLE, ARLENE
WHA, Madison, Wisc.
Young Experimenters
NIETFELD, WILLIAM D.
KFRC, San Francisco, Calif.
NIGHTENGALE, EARL
KTAR, Phoenix, Ariz.
NOBLE, TOMMY
KAND, Corsicana, Tex.
Symphony of Melody, Church In The Wildwood
NOLAN, JIM
KIT, Yakima, Wash.
Gems of Melody
NOWINSON, DAVE
KFI, Los Angeles, Calif.
Cabbages and Kings, Showtime, Life with Crosby
NULL, LORENE
KWCO, Chickasha, Okla.

— O —

OBOLER, ARCH

Producer, writer, director; b. Chicago, Ill.; Everything for the Boys (NBC); Arch Oboler Plays (MBS-Don Lee); Wrote and directed "Bewitched" for MGM which was based on famous radio sketch "Alta Ego."

O'BRIEN, BOBBY
CBS, The Joan Davis Show
O'BRIEN, JAMES
WISH, Indianapolis, Ind.
O'HALLAREN, BILL
WOW, Omaha, Nebr.
OLSEN, RICHARD O.
KTSM, El Paso, Tex.
OLSEN, ROBERT
KALL, Salt Lake City, Utah
OLSON, WALTER
WBBM, Chicago, Ill.
Melody Lane
ORGILL, JAMES
WGAR, Cleveland, O.
Aristocrats, Hot Towel Harmonies
OSGOOD, DICK
WXYZ, Detroit, Mich.
Eyes On Tomorrow, Show World, Radio Schoolhouse
OUSLEY, JEAN
WINN, Louisville, Ky.
Musical Favorites, Songs of Sentiment
OWEN, MINA
KLRA, Little Rock, Ark.

— P —

PARSON, JAMES
WLW, Cincinnati, O.
On The Sunny Side
PASCOE, HARRY
WAAT, Newark, N. J.
Kresge Magazine of the Air
PATTEE, FLOYD
WTIC, Hartford, Conn.
PATTERSON, AIMEE
WFBC, Greenville, S. C.
PAUL, HOWARD
WLS, Chicago, Ill.
PAULSEN, JACK
WOC, Davenport, Iowa
PEALE, MARJORIE
WTMA, Charleston, S. C.
PECHULIS, ELEANOR
WCBM, Baltimore, Md.
Children's Corner
PEEPLE, HOWELL
KRLD, Dallas, Tex.
PELTIER, PAUL
WMAS, Springfield, Mass.
PENNER, NANCY
WNEX, Macon, Ga.
PERRY, DICK
WKBV, Richmond, Ind.
Saturday Nite Club
PFEIFER, MARGOT
WWJ, Detroit, Mich.
PICKENS, ART
WENR, Chicago, Ill.
PIMSLER, HAROLD
KOMA, Oklahoma City, Okla.
PINNEY, GLADYS WAGSTAFF
KSL, Salt Lake City, Utah
Friendly Valley
PRIVAL, JOHN
WXYZ, Detroit, Mich.
Telereel, Story Makers
PLANK, BETTY ANN
KQV, Pittsburgh, Pa.
Open House Guest Book
PLATT, ROBERT
WIND, Chicago, Ill.
Symphonic Hour, Man Behind the Music
POLLMAN, HAROLD
KFJM, Grand Forks, N. D.
Songs by Patti Owens
POWELL, DICK
WSAI, Cincinnati, O.
PRESCOTT, ALLEN
ABC, Allen Prescott
PRICE, JOHN
WHP, Harrisburg, Pa.

— Q —

QUILLAN, JEAN
KOMA, Oklahoma City, Okla.
QUILLAN, JOE
CBS, The Joan Davis Show
QUINTON, CHARLES
KBTM, Jonesboro, Ark.

— R —

RAGLE, GENE
WCOL, Columbus, O.
REED, VIRGINIA
KQV, Pittsburgh, Pa.
REESE, DON
KEVR, Seattle, Wash.
American Pageant
REIFEL, JANE
WLBC, Muncie, Ind.
REILLY, ED
WGAA, Cedartown, Ga.
REJEBIAN, ARAM
KVEC, San Luis Obispo, Calif.
RENTSCH, RUTH
WISH, Indianapolis, Ind.
RETZLAFF, ARTHUR
WFDF, Flint, Mich.
RIANHARD, CONRAD
WMBG, Richmond, Va.
WMBG, Jamboree
RICE, AL
WIS, Chicago, Ill.
RICE, JOSEPHINE
KANS, Wichita, Kans.
RIDGELEY, HARRY
WTAM, Cleveland, O.
In Another World
ROBBINS, ELEANOR
WELI, New Haven, Conn.
ROBINSON, NEIL
WSTC, Stamford, Conn.
ROSE, JACK
CBS, Jack Carson Show
ROSENBERG, DOROTHY
WHQB, Memphis, Tenn.
ROSS, CLARIS
NBC Staff Writer
ROTH, CARL
KXEL, Waterloo, Iowa
ROTH, ROSEMARY
ABC, Powers Charm School of the Air

RUBIN, JACK

Radio writer, director; b. Warsaw, Poland; NYU; Junior Miss; The O'Neills; Break The Bank; Try and Find Me; By Popular Demand; Pick & Pat Show.

RUNDE, FRED
WAGM, Presque Isle, Me.
Aroostook Daily
RUNDELL, MARY LU
WHA, Madison, Wisc.
Fun Time, PTA Drama
RUOSS, JANE
WKNA, Charleston, W. Va.
We Congratulate
RUSSELL, JAMES
WWJ, Detroit, Mich.

— S —

SAN, BARBARA
WTSP, St. Petersburg, Fla.
SANDS, ALAN
Hollywood, Calif.
SANGSTER, MARGARET
ABC, My True Story
SAVAGE, BOB
WENR, Chicago, Ill.
SCHAFHAUSER, CHARLES
WPEN, Philadelphia, Pa.
SCHALK, BOB
WIBC, Indianapolis, Ind.
Police Reporter
SCHEUER, JOHN D., JR.
WFIL, Philadelphia, Pa.
This Week In Philadelphia, Within Our Gates
SCHOEN, LILLIAN
ABC, Paul Whiteman Show
SCHROCK, ALLAN
KFJB, Marshalltown, Iowa
G-S Jamboree
SCHUBERT, BOB
WMT, Cedar Rapids, Iowa
Campus Parade
SCHULTZ, STANLEY
KSFT, Trinidad, Colo.
Adventure Time
SCHUMAN, VERNE
WKRC, Cincinnati, O.
SCOTT, ASHMEADE
CBS, That's Finnegan
SHAW, CHARLES
WOLF, Syracuse, N. Y.
Model T Melodies
SHAVOR, FRED
WOLF, Syracuse, N. Y.
Wayne King Serenade

SHEA, WILLIAM
WHDH, Boston, Mass.
SHOEMAKER, WAYNE
WHAM, Rochester, N. Y.
N. Y. State Troopers
SHRADER, BYRON
KALE, Portland, Ore.
Veterans' Job Shop
SIGAFOOSE, PATRICIA
WTAD, Quincy, Ill.
SILVER, RALPH, JR.
WPAT, Paterson, N. J.
Service Club Hour
SKLAR, MICHAEL
WMCA, New York, N. Y.
Five Star Final
SNYDER, BARBARA
WOWO, Fort Wayne, Ind.
SOUTHALL, CAROLYN
KCKN, Kansas City, Kans.
STARK, SHELDON
ABC, The Listening Post
STEIN, AL
KARV, Mesa, Ariz.
Music Depreciation Hour
STEGMAN, WALTER
WNYC, New York, N. Y.
Music Library on the Air
STERN, MARIAN
ABC, So You Want To Lead A Band, Sammy Kaye's Sunday Serenade
STEWART, HARRY
CBS, That's Finnegan
STILWILL, JACK
WIS, Chicago, Ill.
STRAKER, EASTER
WIND, Chicago, Ill.
Celebrity Spotlight
STRIKER, FRAN
ABC, The Lone Ranger
STRONG, BETTY J.
WJPF, Herrin, Ill.
SUMMERS, AUDREY
WBT, Charlotte, N. C.
SUPOVE, LILIAN
WNYC, New York, N. Y.
Toward Return to Society
SUSAN, VIOLET
KSFO, San Francisco, Calif.
Hour of Melody
SUTTON, MARJORIE
WGL, Fort Wayne, Ind.
SWEENEY, BOB
CBS, Sweeney & March
SWEENEY, WILLIAM
WMAQ, Chicago, Ill.
SEET, SHIRLEY
WNBF, Binghamton, N. Y.
SWITZER, BOB
WTAD, Quincy, Ill.
SWITZER, JO ANN
KNOW, Austin, Tex.

— T —

TAGGERT, TOM
ABC, Tennessee Jed
TATE, FRANK
WCOL, Columbus, O.
TAYLOR, BETTE
KGW, Portland, Ore.
TAYLOR, HENRY
CBS, Jack Carson Show
TAYLOR, SAM
ABC, Willie Piper
TEN EYCK, SID
WLW, Cincinnati, O.
The Doodlesockers
THOMAS, CLIFF
ABC, Hollywood Story
THOMAS, MILLICENT
WAGC, Chattanooga, Tenn.
Luncheon Club
THOMAS, PERSIS
WHBC, Canton, O.
THOMAS, RITA
WHKC, Columbus, O.
Housewive's I. Q.
THOMPSON, GLORIA
KOMO, Seattle, Wash.
THOMPSON, MARY A.
WKY, Oklahoma City, Okla.
THOMPSON, PALMER
MBS, Spotlight On America
THWAITES, DOROTHY G.
KFUN, Las Vegas, N. M.
TIERNEY, BETTY
WSNY, Schenectady, N. Y.
Bandstand
TODD, BETT
KALE, Portland, Ore.
TOLEN, MARIE
WGST, Atlanta, Ga.
TRAYHERN, JAMES
WHAM, Rochester, N. Y.
United Nations
TUCKER, MADGE
ABC, Coast-to-Coast On A Bus
TUFTS, WARREN
KAFY, Bakersfield, Calif.
TURNAGE, MARTHA A.
WRVA, Richmond, Va.
TUTHILL, DOROTHY
KOY, Phoenix, Ariz.
Parents By Proxy

— U —

UFFORD, MIKE
WIBC, Indianapolis, Ind.
Treasured Music
ULMEN, LORETTA
KYSM, Mankato, Minn.

— V —

VAN BUREN, MARJORIE
WHBC, Canton, O.
VAN DRIEL, ROBERT
KGGM, Albuquerque, N. M.
VAN KLEEK, BOB
WOLF, Syracuse, N. Y.
Sandman's Serenade
VAN PELT, MARGARET
WMBR, Jacksonville, Fla.
VARNER, FRANCES
WSGN, Birmingham, Ala.
Music You Love
VERNON, BOB
WWRL, Woodside, N. Y.
Pringle Family
VICTOR, DAVID
CBS, Mel Blanc Show
VINSON, ROBERT C.
Last Affair, Meet the Morans, The First DRP's, The Hard Way, Smile Time (MBS), One World or None (NBC)

— W —

WALL, DOROTHY
WHEC, Rochester, N. Y.
WALLACE, VIRGINIA
KCKN, Kansas City, Kans.
WALSH, IRA
WWDC, Washington, D. C.
WALTERS, BUCKEY
WSTC, Stamford, Conn.
WANG, GENE
MBS, Quick As A Flash
WARD, BILL
KOMO, Seattle, Wash.
WARD, MARGARET
KOL, Seattle, Wash.
Clifford & Clark
WARNER, ANNIE C.
WARNER, DICK
WGST, Atlanta, Ga.
WARNER, MARTHA
KARK, Little Rock, Ark.
WARREN, BACIL B.
KVOA, Tucson, Ariz.
WARREN, THRACE
WLAC, Nashville, Tenn.
WAYNE, SHIRLEY
WOWO, Fort Wayne, Ind.
Sari 'n Elmer
WELLS, MARJORIE
WTOL, Toledo, O.
Women and the World
WELSH, HAROLD
KSIL, Silver City, N. M.
WERLING, RUPE
WIBG, Philadelphia, Pa.
WEST, HELEN
WOC, Davenport, Iowa
WETZLER, JOSEPHINE
WLS, Chicago, Ill.
WILCOX, JUANITA
WHKC, Columbus, O.
Aladdin
WILLIAMS, CAROLYN FRAZIER
KARK, Little Rock, Ark.
WILLIAMS, NELLI
WRNL, Richmond, Va.
WILLS, SI
CBS, The Joan Davis Show
WILSON, JACK
NBC Staff Writer
WILSON, LYNN
WWDC, Washington, D. C.
WIRT, GEORGE
WHP, Harrisburg, Pa.
WITTY, DON
ABC, Board of Missing Heirs, American Sports Page, Sunday Morning Concert Hall
WOODWARD, ELIZABETH
ABC, Elizabeth Woodward Teen Age Time
WORKMAN, WILLIAM
WTIK, Durham, N. C.
WRAY, JOHN
ABC, Dick Tracy
WRIGHT, KEN
WNOX, Knoxville, Tenn.
WYANT, DAL
WHEB, Portsmouth, N. H.
WYATT, MARGARET
WINN, Louisville, Ky.
Classified Column of the Air, Keepsake Melodies
WYLIE, WILDER
KIDO, Boise, Idaho
WYNN, READ W.
WTAL, Tallahassee, Fla.

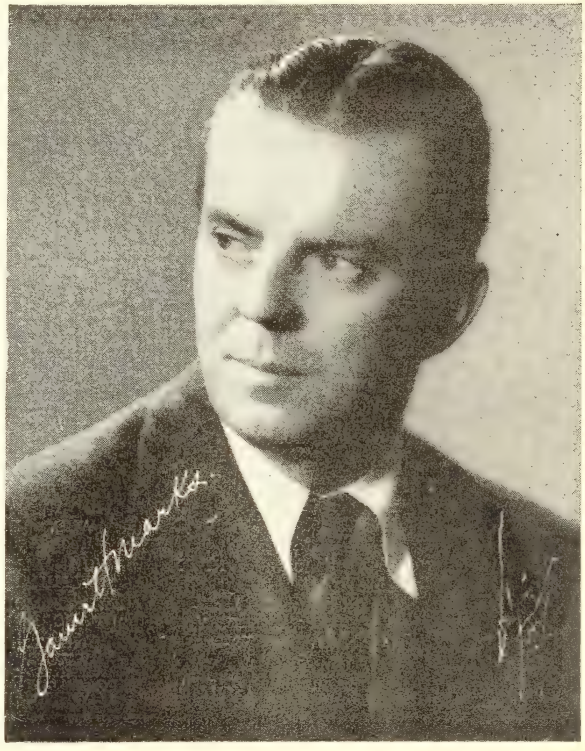
— Y —

YOUNG, NANCY
KTW, Seattle, Wash.

— Z —

ZANER, RAY
WSBA, York, Pa.
Poet Scout
ZIMMERMAN, CHRISTIE
WIS, Charlotte, S. C.
Youth Speaks
ZIMMERMAN, JOSEPHINE
KMBC, Kansas City, Mo.
Rainbow Serenade, The Texas Rangers, Concert Hall
ZLABOVSKY, A. J.
KABC, San Antonio, Tex.
Veteran Views The News

GARNETT MARKS



ANNOUNCER • NARRATOR

ACTOR

SPORTS AND NEWS COMMENTATOR

7026 LA PRESSA — HOLLYWOOD, CALIF.

Announcers
-their work during 1946

— A —

AAROE, ALDEN
WRVA, Richmond, Va.
ABBOTT, BUD
WHAS, Louisville, Ky.
ABERNATHY, WILLIAM
WJZ, New York, N. Y.
ACKER, RICHARD
WGL, Fort Wayne, Ind.
ACKERLY, GENE
KID, Idaho Falls, Idaho
ACKERMAN, EARL
KOVC, Valley City, N. D.
ACKERMAN, KEN
KQW, San Jose, Calif.
ADAMS, BOB
KMPC, Los Angeles, Calif.
ADAMS, BOB
KSEL, Lubbock, Tex.
ADAMS, FELIX, JR.
WFOR, Hattiesburg, Miss.
ADAMS, HARRY
WWNY, Watertown, N. Y.
ADAMS, TED
WAIR, Winston Salem, N. C.
ADAMSON, DOUG
KLAC, Los Angeles, Calif.
ADEMY, JOHN
WCAO, Baltimore, Md.
ALAN, PAT
WCLO, Janesville, Wisc.
ALBANY, JIM
WBTA, Batavia, N. Y.
ALEXANDER, JACK
KTUL, Tulsa, Okla.
ALEXANDER, LARRY
WLS, Chicago, Ill.
ALLEN, ED.
WMAQ, Chicago, Ill.
ALLEN, FRANK
KFBK, Sacramento, Calif.
ALLEN, JEFF
WKRC, Cincinnati, O.
ALLEN, JOHN
WFAA, Dallas, Tex.
ALLEN, KARL A.
KIFI, Idaho Falls, Idaho
ALLEN, MEL
NBC—Chesterfield Supper Club
ANDRE, PIERRE
ABC
ANSBORO, GEORGE
ABC — Cliff Edwards Show, Elmer Davis
ANSON, BRUCE
NBC—Women In White
ARLINGTON, CHARLES
NBC—Touchdown Tips
ALTMAN, DICK
KTHT, Houston, Tex.
AMADON, ARTHUR
WBZ-WBZA, Boston, Mass.
AMES, DON
KXEL, Waterloo, Ia.
AMES, FRANK
WHBC, Canton, O.
AMOLE, GENE
KMYR, Denver, Colo.
AMOLS, MERVYN
WJLS, Beckley, W. Va.
ANDE, GEORGE
KOMA, Oklahoma City, Okla.
ANDERSON, BOB
KHQ, Spokane, Wash.
ANDERSON, CHARLES
KFI, Los Angeles, Calif.
ANDERSON, ED
WTIC, Hartford, Conn.
ANDERSON, HERBERT
WTSP, St. Petersburg, Fla.
ANDERSON, LLOYD
KMOX, St. Louis, Mo.

BERNARD DUDLEY

HEDDA HOPPER'S

"This is Hollywood"

For Camay

ANDRE, PIERRE
ANDREWS, RUSS
WFBR, Baltimore, Md.
ANTHONY, JACK
KCKN, Kansas City, Mo.
ANTOINE, TEX.
WNBC, New York, N. Y.
ARDREY, ROBERT
WNAR, Norristown, Pa.
ARIM, THOMAS
WSTV, Steubenville, O.
ARMS, GEORGE
WCOL, Columbus, O.
ARMSTRONG, TOM
WGAR, Cleveland, O.
ARNOLD, J. EDWIN
KOAC, Corvallis, Ore.
ARNOLD, WALTER
KECA, Los Angeles, Calif.
ASHER, JOE
WINN, Louisville, Ky.
AUSTIN, FLETCHER
WBT, Charlotte, N. C.
AVERY, GAYLORD
KFAB, Lincoln, Nebr.
AVERY, TOL
KSFO, San Francisco, Calif.

— B —

BABB, HUGH W., JR.
WLAW, Lawrence, Mass.
BAIRD, JOHN
KMPC, Los Angeles, Calif.
BAILEY, JACK
BAKER, CHARLES
KDYL, Salt Lake City, Utah
BAKER, DON
CBS
BAKER, GENE
ABC—Lum 'n' Abner
BAKER, R. W.
WLEE, Richmond, Va.
BAKKE, HAROLD
KNOW, Austin, Tex.
BALINGER, ART
NBC—Sealtest Village Store
BALKCUM, VASSIE
WGBR, Goldsboro, N. C.
BALL, GEORGE
WGBR, Goldsboro, N. C.
BALLARD, DAVID
KGFJ, Hollywood, Calif.
BAMBRICH, GORDON
KGW, Portland, Ore.
BANGHART, KENNETH
WNBC, New York, N. Y.
BANKS, KARL
WMEX, Boston, Mass.
BARCLAY, GEORGE
KFI, Los Angeles, Calif.
BARENTS, BARRY
WLEE, Richmond, Va.
BARNER, RED
NBC—Schaefer Star Revue
BARR, FRED
WWRL, Woodside, N. Y.
BARRETT, RAY
WNBC, New York, N. Y.
BARRINGTON, CHARLES
KDYL, Salt Lake City, Utah
BARRY, GENE
WING, Dayton, O.
BARRY, JACK
WOR, New York, N. Y.
BARRY, NORMAN
WMAQ, Chicago, Ill.
BARTELL, PAUL
WFOX, Milwaukee, Wisc.
BARTHOLOMEW, JOHN
ABC
BARTON, FRANK
NBC—Standard Hour, Dennis Day
BARTON, KEN
KWKW, Pasadena, Calif.
BASHARA, LES
WBEN, Buffalo, N. Y.
BASSO, NICK
WNAR, Norristown, Pa.
BATCHELDER, JOHN
WRC, Washington, D. C.
BATES, KARL
WOL, Washington, D. C.
BATTERS, CHARLES
WRC, Washington, D. C.
BAUER, BILL
WAAF, Chicago, Ill.
BAULER, ARTHUR
WSPD, Toledo, O.
BAXTER, LIONEL
WAPI, Birmingham, Ala.
BAYNE, DICK
WAGE, Syracuse, N. Y.
BEAL, KING
KXEL, Waterloo, Ia.
BEARDSLEY, LEONARD
KXA, Seattle, Wash.
BEARDSLEY, PAUL
KWKH, Shreveport, La.
BEATTY, WILLIAM
WFLA, Tampa, Fla.
BEBB, CHARLES
WDAF, Kansas City, Mo.
BECHTEL, JAY
WTBO, Cumberland, Md.
BECKER, PHILIP
WTIC, Hartford, Conn.
BECKER, SANFORD
CBS

Harry Von Zell

Featured With

EDDIE CANTOR

BEERS, BILL
WADC, Akron, O.
BEGUE, JOHN
KXOK, St. Louis, Mo.
BEHRENS, ELLIOT
KXO, El Centro, Calif.
BELL, DICK
WLIB, New York, N. Y.
BELL, JOHN
WINC, Winchester, Va.
BELL, JOSEPH S.
ABC — New Adventures of Sherlock Holmes
BENCE, BOB
KHJ, Los Angeles, Calif.
BENNAGE, DAN
KPMC, Bakersfield, Calif.
BENNETT, BERN
CBS
BENTLEY, TED
KECA, Los Angeles, Calif.
BENTON, MONROE
WTBO, Cumberland, Md.
BENWARE, REX
WQXR, New York, N. Y.
BERG, LEE
KFOR, Lincoln, Nebr.
BERGER, NORMAN
WPIC, Sharon, Pa.
BERRY, DON
WKY, Oklahoma City, Okla.
BERRY, JACK
KROW, Oakland, Calif.
BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.
BIERMAN, PAUL R.
KPMC, Bakersfield, Calif.
BILLS, JOHN T.
WQAM, Miami, Fla.

BINGMAN, FRANKLIN
Radio announcer, actor; b. Athens, O., Apr. 9, 1914; Cresta Blanca Hollywood Players; Joan Davis Show.

BINGHAM, RICHARD
WTSP, St. Petersburg, Fla.
BISHARA, CHARLES
WINR, Binghamton, N. Y.
BIVENS, BILL
NBC—Fred Waring Show
BLACK, BUDDY
KCKN, Kansas City, Mo.
BLACK, CHARLES
WENK, Union City, Tenn.
BLACK, CHARLES
WSAI, Cincinnati, O.
BLACK, JOSEPH
WHK, Cleveland, O.
BLACK, LOU
KMA, Shenandoah, Ia.
BLACKWELL, H. B.
WAVE, Louisville, Ky.
BLAKE, BRUCE
WHKK, Akron, O.
BLAKE, JOEL
WPAT, Paterson, N. J.
BLAKE, KEITH
WENT, Gloversville, N. Y.
BLAKE, MILTON
KLX, Oakland, Calif.
BLAKE, RANDY
WCKY, Cincinnati, O.
BLANKS, VIC
KOA, Denver, Colo.
BLANTON, WALLY
KFJZ, Fort Worth, Tex.
BLENHIEM, LARRY
WHN, New York, N. Y.

BLISS, HOMER
WHAM, Rochester, N. Y.
BLOCK, MARTIN
NBC—Chesterfield Supper Club
BLOOM, LLOYD
KOMO, Seattle, Wash.
BOTZER, ALLEN
CBS—Hollywood, Calif.
BLOZAN, LOU
KFDA, Amarillo, Tex.
BLUE, DAVE
WTEL, Philadelphia, Pa.
BODINE, WALT
WDAF, Kansas City, Mo.
BOGASH, JOHN VICTOR
WBSR, Pensacola, Fla.
BOGGESS, JOHN
WLAG, La Grange, Ga.
BOGGS, MURRAY
KHJ, Los Angeles, Calif.
BOLENDER, M. RICHARD
WTRY, Troy, N. Y.
BOLIN, ART
WARM, Scranton, Pa.
BOOTH, JAMES
KXOK, St. Louis, Mo.
BOTTORFF, GERRY
WHAS, Louisville, Ky.
BOUHAN, MARTIN
WROK, Rockford, Ill.
BOURCY, FRED
WATN, Watertown, N. Y.
BOURNE, PORTER
WXYZ, Detroit, Mich.
BOWER, RICHARD
WRAK, Williamsport, Pa.
BOWIE, HAL
WSYR, Syracuse, N. Y.
BOX, VES
KRLD, Dallas, Tex.

THANKS FOR A GOOD FIRST YEAR, NEW YORK!

Wm. H. Weintraub . . ***"Quick as a Flash"***
"Warden Lawes Show"
"Abbott Mysteries"

Young & Rubicam . . ***"Vox Pop"***
"Fighting Senator"

Martin Horrell . . . . ***"Grand Central Station"***

Arthur Meyerhoff . . ***"Gabriel Heatter Show"***

J. Walter Thompson . ***"RCA Victor Show"***

CY HARRICE

LEx. 2-1100

BOYD, FORREST
KXEL, Waterloo, Ia.
BOYD, LEX
KFEL, Denver, Colo.
BOYSEN, JIM
WTCN, Minneapolis, Minn.
BRADLEY, JACK
WSAZ, Huntington, W. Va.
BRADLEY, ROBERT
WISN, Milwaukee, Wisc.
BRADLEY, TRUMAN
NBC—Drene Show
BRADLEY, WILLIAM V.
WHEB, Portsmouth, N. H.
BRADSHER, EARL
KUTA, Salt Lake City, Utah
BRANCH, TAYLOR
WRR, Dallas, Tex.
BRANDL, MILT
WISN, Milwaukee, Wisc.
BRANT, BILL
KDKA, Pittsburgh, Pa.
BRAUER, HARROL
WGH, Newport News, Va.
BRENGEL, BILL
WWL, New Orleans, La.
BRENNAN, JOSEPH
KXOK, St. Louis, Mo.
BRENNER, PAUL
WAAT, Newark, N. J.
BRENNER, ROBERT
WCOP, Boston, Mass.
BREVIK, ERNIE
WDAY, Fargo, N. D.
BRINE, WALTER
WPRO, Providence, R. I.
BRINKLEY, JACK
WLS, Chicago, Ill.
BRISENDINE, BOB
WATL, Atlanta, Ga.

BRITTON, JACK
WDAY, Fargo, N. D.
BROOK, BILL
WEMP, Milwaukee, Wisc.
BROOKS, LOU
WATR, Waterbury, Conn.
BROOKS, MIKE
WBIG, Greensboro, N. C.
BROOKS, TOM
WHAS, Louisville, Ky.
BROOKSHIRE, JIMMY
WHKP, Hendersonville, N. C.
BROPHY, BILL
WKNY, Kingston, N. Y.
BROPHY, FRED
WHIO, Dayton, O.
BROWN, A. B.
WGBG, Greensboro, N. C.
BROWN, ALLAN
KOPO, Tucson, Ariz.
BROWN, ART
WOMT, Manitowoc, Wisc.
BROWN, ED
WMGY, Montgomery, Ala.
BROWN, HARRY
WGY, Schenectady, N. Y.
BROWN, HOWARD
WFIL, Philadelphia, Pa.
BROWN, LARRY
WCOA, Pensacola, Fla.
BROWN, PAUL
WAZL, Hazleton, Pa.
BROWN, RUSSELL
WMFG, Hibbing, Minn.
BROWN, SEWELL
WRUF, Gainesville, Fla.
BROWN, TED
WOR, New York, N. Y.

BROWNING, DOUG
ABC—Terry and the Pirates; The Paul Whiteman Show
BROWNING, JOHN B.
WSPB, Sarasota, Fla.
BRUCE, WILLIAM W.
WGHF, Pueblo, Colo.
BRUNDAGE, HUGH
MBS—Sound Off With Mark Warnow
BRYAN, GEORGE
CBS
BURKE, ALAN
WBT, Charlotte, N. C
BURKE, CHARLES
KFBC, Cheyenne, Wyo.
BURKE, RAYMOND
WAIR, Winston-Salem, N. C
BURKETT, BILL
WKY, Oklahoma City, Okla.
BURNS, DARREL K.
KPKW, Pasco, Wash.
BURNSIDE, CURT
KBIO, Burley, Idaho
BURROUGH, ROBERT
KPRC, Houston, Texas
BUTHERUS, EDWARD
KGW, Portland, Ore.
BUTLER, FRANK
WCCO, Minneapolis, Minn.
BUTLER, HARRY
WHIO, Dayton, O.
BUTLER, JACK
KMBC, Kansas City, Mo.
BUTLER, JERRY
WBRE, Wilkes-Barre, Pa.
BUTLER, WARDE
WKRC, Cincinnati, O.

MICHAEL ROY

Announcer

ABBOTT & COSTELLO

VAUGHN MONROE

BUTTERFIELD, BILL
KMYR, Denver, Colo.
BUTTERS, JIM
KECA, Los Angeles, Calif.
BUTTON, DAVE
KSVP, Artesia, N. M.
BUZZARD, DICK
WJTN, Jamestown, N. Y.

— C —

CABANIS, TRAV
KHJ, Los Angeles, Calif.
CADDELL, GRAHAM
WHSC, Hartsville, S. C.
CADDELL, RAYMOND
WHSC, Hartsville, S. C.
CADE, MARVIN
WJW, Cleveland, O.
CADWELL, CLYDE
KFVD, Los Angeles, Calif.
CAFFEY, BOB
WMPS, Memphis, Tenn.
CALDWELL, RODERICK
WSTV, Steubenville, O.
CAMPBELL, BILL
KWBW, Hutchinson, Kans.
CAMPBELL, GEORGE W.
WGBI, Scranton, Pa.
CAMPBELL, JACK
KWBW, Hutchinson, Kans.
CAMPBELL, TED
WMCA, New York, N. Y.
CANDLER, PETE
WFVA, Fredericksburg, Va.
CANNON, KESSLER
KBND, Bend, Ore.
CANTER, RUSSELL
WBNS, Columbus, O.
CANTWELL, AL
WDNC, Durham, N. C.
CAPMAN, DONALD
WORC, Worcester, Mass.
CAPPS, JAMES
WFBC, Greenville, S. C.
CARDIN, BILL
KTUL, Tulsa, Okla.
CAREY, ART
KIFI, Idaho Falls, Idaho
CARLO, WILLIAM A.
WJAS, Pittsburgh, Pa.
CARLSON, HARRY
WOR, New York, N. Y.
CARNEY, JOE
KPRO, Riverside, Calif.
CARPENTER, KEN
NBC—One Man's Family, Edgar Bergen, Life of Riley
ABC—Philco Radio Time
CARPENTER, WILLIAM
WSNY, Schenectady, N. Y.
CARROLL, RAY
WWRL, Woodside, N. Y.
CARTER, FRANK
WCAU, Philadelphia, Pa.
CARTER, JERRY
WKIP, Poughkeepsie, N. Y.
CARUSO, CARL
WOR, New York, N. Y.
CARY, HARVEY
WBBM, Chicago, Ill.
CASE, NELSON
NBC—Vaughn Monroe Show, Carnation Contented Hour
CASEY, THOMAS
WENR, Chicago, Ill.
CAVANAGH, LEE
KWK, St. Louis, Mo.
CHAMBERLAIN, GUS
WDEF, Chattanooga, Tenn.
CHARLES, HENRY
KFWB, Hollywood, Calif.
CHARLES, LEWIS
WOV, New York, N. Y.
CHESTER, HARVEY S.
WLAW, Lawrence, Mass.
CHESSER, ALEC
KABC, San Antonio, Texas
CHILD, MALCOLM
WQXR, New York, N. Y.
CIVILS, HERMAN
WFTC, Kinston, N. C.
CLAIBORNE, EVERETT
KLX, Oakland, Calif.
CLANEY, HOWARD
NBC, Waltz Time
CLARK, CHESTER
WCAE, Pittsburgh, Pa.
CLARK, HARRY
CBS
CLARK, JAMES
WWJ, Detroit, Mich.
CLARK, PAUL
WHAS, Louisville, Ky.
CLARKE, EDDIE
KCKN, Kansas City, Mo.
CLARKE, MIKE
WWL, New Orleans, La.
CLARKE, PAUL
WMT, Cedar Rapids, La.
CLAWSON, LEW
WWVA, Wheeling, W. Va.
CLAYTON, BOB
WHBC, Canton, O.
CLOSE, BILL
KOY, Phoenix, Ariz.



FRANK GALLOP



BEN GRAUER
NBC

CLOW, KENNETH
WGBR, Goldsboro, N. C.
COHEN, ALAN C.
WSAY, Rochester, N. Y.
COHN, MORTON
WCHS, Charleston, W. Va.
COLBY, BOB
KIEV, Glendale, Calif.
COLE, DAVID
KCRS, Midland, Tex.
COLE, FRANCIS
WFDF, Flint, Mich.
COLE, JONATHAN
WBBM, Chicago, Ill.
COLE, LOU
WWRL, Woodside, N. Y.
COLE, TRACY
WBEJ, Elizabethton, Tenn.
COLEMAN, PAUL
WINR, Binghamton, N. Y.
COLEMANS, EDWARD
KFI, Los Angeles, Calif.
COLLINS, PAUL
WIBG, Philadelphia, Pa.
CONGER, ROBERT
WWJ, Detroit, Mich.
COLLYER, BUD
Quiz of Two Cities; Superman
CONNALLY, JOHN
WHN, New York, N. Y.
CONOVER, WILLIS
WWDC, Washington, D. C.
CONOWAY, RAY
KXYZ, Houston, Tex.
CONRAD, JOHN
WMAQ, Chicago, Ill.
CONSTANT, AL
WNAX, Yankton, S. D.
CONWAY, ROGER
WMAL, Washington, D. C.
COOK, JAMES P.
KMPC, Bakersfield, Calif.
COOK, LOU
KECA, Los Angeles, Calif.
COOKE, HENRY
WMAQ, Chicago, Ill.
COONEY, JAMES
WERC, Erie, Pa.
COOPER, BILL
WLAY, Muscle Shoals, Ala.
COPELAND, JACK
WLAY, Muscle Shoals, Ala.
CORDIC, REGE
WWSW, Pittsburgh, Pa.
CORNELL, BOB
KFAC, Los Angeles, Calif.
CORNING, TIP
CBS, Hollywood, Calif.
COSLETT, FRANKLIN D.
WBRE, Wilkes-Barre, Pa.
COSTELLO, JACK
NBC
COSTELLO, MAURICE
KAVE, Carlsbad, N. Mex.
COTTON, HAROLD N.
KIST, Santa Barbara, Calif.
COUGHLAN, RUSS
KROW, Oakland, Calif.
COVEY, DICK
KRNT, Des Moines, Ia.
COWAN, THOMAS H
WNYC, New York, N. Y.
COWLING, TERRY
WCOP, Boston, Mass.
COX, ED
WJNC, Jacksonville, N. C.
COX, STANLEY
KONO, San Antonio, Tex.
CRAGER, BOB
YSNJ, Bridgeton, N. J.
CRAGIN, ALLAN
WJBO, Baton Rouge, La.
CRAGO, BILL
ABC — Chittison Trio, My True Story
CRAGO, DICK
WRUF, Gainesville, Fla.
CRAIG, GEORGE B.
KOCA, Kilgore, Tex.
CRAIN, MARVIN
KNET, Palestine, Tex.
CRAVEN, HAROLD
WMFR, High Point, N. C.
CRAVER, TED
WFVA, Fredericksburg, Va.
CRAWFORD, BOB
KUTA, Salt Lake City, Utah
CRAWFORD, GEORGE
WINX, Washington, D. C.
CREAMER, ARTHUR
WAGF, Dothan, Ala.
CRESSNER, TED
KRGV, Weslaco, Tex.
CRESSWELL, DICK
KELO, Sioux Falls, S. D.
CRIST, JIM
WITH, Baltimore, Md.
CROMWELL, REX, II
KAND, Corsicana, Tex.
CRONK, ELMO
WJNC, Jacksonville, N. C.
CROOKS, WILLIAM
WFMJ, Youngstown, O.
CROSS, BOB
WGBI, Scranton, Pa.

Richard Stark

WIN ELLIOT

EMCEE "COUNTY FAIR"
BORDEN COMPANY — CBS

EMCEE "BETTY CROCKER"
GENERAL MILLS — ABC

TELEVISION
SPORTS and SPECIAL EVENTS
FORD MOTORS — CBS-TV

CROSS, MILTON
ABC — Metropolitan Opera, This Is Your FBI, Piano Playhouse

CULLEN, BILL
CBS

CULLEN, WILLIAM L.
Radio announcer, MC; b. Pittsburgh, Pa., Feb. 18, 1920; Carnegie Tech; Univ. of Pittsburgh; Continental Celebrity Club; Give & Take; Missus Goes A Shoppin'; Winner Take All; Hollywood Jackpot; Danny Kaye Show.

CULVERHOUSE, ALAN
WSAY, Rochester, N. Y.

CUMMINGS, BOB
KECA, Los Angeles, Calif.

CUMMINGS, MILTON
KRLC, Lewiston, Idaho

CUNNINGHAM, BOB
WBBM, Chicago, Ill.

CUNNINGHAM, CHRIS
WPAT, Paterson, N. J.

CUNNINGHAM, HOMER
WIBW, Topeka, Kans.

CURTIS, DON
WJTN, Jamestown, N. Y.

CURTIS, E. H.
WIBW, Topeka, Kans.

CURTIS, GEORGE
WGAN, Portland, Me.

CURTIS, RONALD
WFBL, Syracuse, N. Y.

CURTO, KENNETH M.
WPRO, Providence, R. I.

— D —

DAHLBY, JACK
WNAB, Bridgeport, Conn.

DAHLSTEAD, DRESSER
ABC

DALE, ALLAN
KFH, Wichita, Kans.

DALE, JIM
WIND, Chicago, Ill.

DANA, JOE R.
KOY, Phoenix, Ariz.

DANA, LESTER
WSPD, Toledo, O.

DANIEL, PRESTON
WOPI, Bristol, Tenn.

DARBY, JOE
KGKL, San Angelo, Tex.

DAUBENDICK, CARL
KCHS, Hot Springs, N. Mex.

DAUGHERTY, PAUL
WAGA, Atlanta, Ga.

DAVIES, BUD
CKLW, Detroit, Mich.-Windsor, Ont.

DAVIES, DAVE
WAZL, Hazelton, Pa.

DAVIS, JIM
WORD, Spartanburg, S. C.

DAVIS, JOHN
WWSW, Pittsburgh, Pa.

DAVIS, LARRY
KRNT, Des Moines, Ia.

DAWES, BILL
WCKY, Cincinnati, O.

DAWSON, BILL
WPAY, Portsmouth, O.

DAWSON, D. O.
KGKO, Ft. Worth, Tex.

DAWSON, LEO
WFAA, Dallas, Tex.

DAY, BOB
KSFO, San Francisco, Calif.

DAY, DICK
WDGY, Minneapolis, Minn.

DAY, JACK
WFBR, Baltimore, Md.

DAYTON, LEE
WMAL, Washington, D. C.

DEARBORN, LEWIS
WICC, Bridgeport, Conn.

DeCESARE, ALICE
WGNY, Newburgh, N. Y.

DEEGAN, MIKE
WDAS, Philadelphia, Pa.

DE FREITAS, DICK
WHN, New York, N. Y.

DELANEY, BOB
WJNO, West Palm Beach, Fla.

DeMARSE, WILLARD
WHEC, Rochester, N. Y.

DENTON, BOB
NBC

DERRICK, JAMES
WTON, Staunton, Va.

DESPARD, WILFRED
WHEC, Rochester, N. Y.

deSUZE, CARL
WBZ.-WBZA, Boston, Mass.

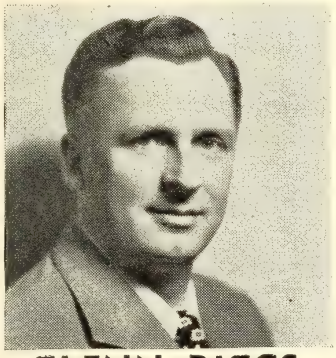
DEVINE, OTTIS
WSM, Nashville, Tenn.

DEWART, JAMES
WERC, Erie, Pa.

DEXTER, HERB
WAAT, Newark, N. J.

DE YOUNG, JOHN
WGL, Fort Wayne, Ind.

DICK, BOB
WIBA, Madison, Wisc.



GLENN RIGGS

"The Thin Man" . . . CBS
"My True Story" . . . ABC
"Hop Harrigan" . . . WOR-MBS
"Boston Blackie" . . . ABC

ROBERT COE ASSOCIATES

TRANSCRIPTIONS
Television



GENE HAMILTON

Concert Commentator . . .
Boston Symphony, American Broadcasting Company

Announcer . . .
"Prof. Quiz", American Oil Company

"Your Harvel Host" . . .
Johnny Thompson Show, Harvel Watch Co.

Director . . .
"Chamber Music Society of Lower Basin Street"

Press Representative: JANE BARTON

DICKERMAN, CARLTON
WEEI, Boston, Mass.
DICKEY, MILTON
KWTO, Springfield, Mo.
DICKSON, JONNY
KFNF, Shenandoah, Ia.
DIERDORFF, ELLIE
WCOP, Boston, Mass.
DIETRICH, RAYMOND
KIST, Santa Barbara, Calif.
DILL, CLIVE
WELI, New Haven, Conn.
DILL, JACK
WENK, Union City, Tenn.
DILLER, ROBERT
WIND, Chicago, Ill.
DILLON, MICHAEL
KGA, Spokane, Wash.
DITTERT, ED
KABC, San Antonio, Tex.
DIXON, FRED
WSOC, Charlotte, N. C.
DIXON, TOM
KFAC, Los Angeles, Calif.
DOBBINS, JOE
WBNS, Columbus, O.
DOLAN, FRED
KHJ, Los Angeles, Calif.
DONAHUE, JACK
KCMJ, Palm Springs, Calif.
DONEGAN, WILLIAM
WSAV, Savannah, Ga.
DONOVAN, GRIG
NBC—Today's Children
DOREMUS, WARREN
WHEC, Rochester, N. Y.
DORR, RUSSELL A.
WGAN, Portland, Me.
DORSEY, HOWARD
KMOX, St. Louis, Mo.
DOUGLAS, HARRY
KMBC, Kansas City, Mo.
DOUGLAS, HARRY
WIL, St. Louis, Mo.
DOUGLAS, LEE
WHKY, Hickory, N. C.
DOUGLAS, MERL
KMA, Shenandoah, Ia.
DOWD, DON
WENR, Chicago, Ill.
DOWNEY, GEORGE
WEAN, Providence, R. I.
DOWNS, HUGH
WMAQ, Chicago, Ill.
DOYLE, JIM
NBC—Abbott & Costello
DRAKE, MYRON
KTAR, Phoenix, Ariz.
DRAKE, RONALD
WHP, Harrisburg, Pa.
DRAKELICH, NICK
KMJ, Fresno, Calif.
DRESCOLL, MAURICE
KGEZ, Kalispell, Mont.
DRUXMAN, BOB
KOL, Seattle, Wash.
DUANE, BILL
WBBM, Chicago, Ill.
DUANE, BOB
WKY, Oklahoma City, Okla.
DUCKETT, CARL
WLOE, Leaksville, N. C.
DUDLEY, BERNARD
CBS—This Is Hollywood
DUDLEY, DICK
NBC
DUERSON, JOE
KELD, El Dorado, Ark.
DUGDALE, CHARLES
KOIL, Omaha, Nebr.
DUMAS, ROLAND
WMAS, Springfield, Mass.
DUMONT, LUCIEN
WCOP, Boston, Mass.
DUNBAR, RUSS
WOR, New York, N. Y.
DUNCAN, EDDIE
WSON, Henderson, Ky.
DUNCAN, NORVIN
WFBC, Greenville, S. C.

DUNHAM, DICK
(Dunham, Richard); Radio announcer; b. New York N. Y., Feb. 26, 1916; Rollins Coll.; The Adventures of the Falcon (MBS); The John J. Anthony Program (MBS); Policewoman (ABC); CBS World News; One Man's Destiny (Trans. WOR); Strange Romance of Evelyn Winters; Rose of My Dream (Sweetheart Soap Announcement—CBS).

DUNHAVER, JACK
KIRO, Seattle, Wash.
DUNLAP, TED
WMAL, Washington, D. C.
DUNLAP, WALLACE B.
WMOB, Mobile, Ala.
DUNN, GREG
WCLO, Janesville, Wisc.
DURAND, TOM
WTTM, Trenton, N. J.
DUVAL, NORB
WINN, Louisville, Ky.
DVORAK, GEORGE
KFI, Los Angeles, Calif.

CARLTON KaDELL

Announcing

THE AMOS 'N' ANDY SHOW

(Rinso)

LEN STERLING

Announcer

"FBI in Peace and War" . . . CBS

"Pot o' Gold" . . . ABC

"Sammy Kaye's Sunday Serenade" . . . ABC

"Fred Vandeventer News" . . . WOR

DYAL, BOB
KIT, Yakima, Wash.
DYER, HAROLD F.
WCHS, Portland, Me.

— E —

EAGON, BRUCE
KVOO, Tulsa, Okla.
EARL, BOB
KSO, Des Moines, Ia.
EASLEY, JOHN
KVSO, Ardmore, Okla.
ECKMAN, TED
WRRN, Warren, O.
EDMONDS, BILL
WHN, New York, N. Y.
EDMUNDS, AL
WKBV, Muncie, Ind.
EDMUNDSON, WARREN
KWBW, Hutchinson, Kans.
EDWARDS, CHARLES
WGST, Atlanta, Ga.
EDWARDS, GEORGE
WPEN, Philadelphia, Pa.
EDWARDS, HAL
WSOC, Charlotte, N. C.
EDWARDS, IRV.
WSAY, Rochester, N. Y.
EDWARDS, JOHN
KCMC, Texarkana, Tex.
EDWARDS, MACK
WSBA, York, Pa.
EDWARDS, ROSS
WKLX, Lexington, Ky.

ELLIOT, "WIN"
(Elliot, Irwin); Announcer, MC, Play-by-Play Sports; Univ. of Mich., AB Degree; County Fair (CBS); N. Y. Rangers Hockey (CBS-Tele); Willie Piper (ABC); Sports & Special Events (CBS-Tele).

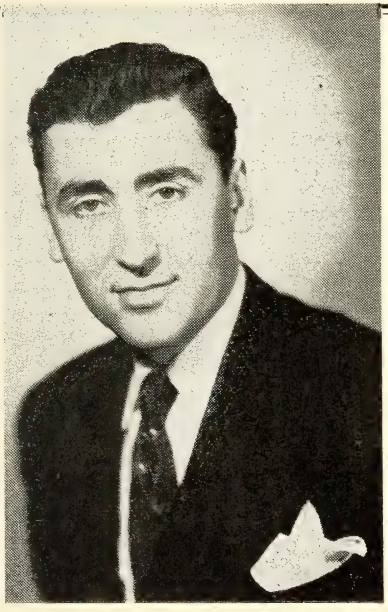
ELLIS, LEE
WFNC, Fayetteville, N. C.
ELLISON, JACK
KFJI, Klamath Falls, Ore.

ELLIS, STEVE
(Ellis, Stephen Armand); Radio announcer; b. Philadelphia, Pa., Feb. 6, 1916; Univ. of Miami, St. John's Univ. Law Sch.; Gillette Boxing Bouts; N. Y. Giants Baseball Games; MGM Newsreel; NBC Tele.; Music Box (WMCA); Nightly Sports Resume (WMCA).

ENO, JACK
WKBW, Buffalo, N. Y.
ERIN, BILL
KGO, San Francisco, Calif.
ERWIN, GEORGE
KFJZ, Fort Worth, Tex.
ESSICK, LOU
WDOD, Chattanooga, Tenn.
ESSIG, VINCE
WSAP, Portsmouth, Va.
ESTES, JAMES
KRGV, Weslaco, Tex.
ETHIER, DON
WIKB, Iron Mountain, Mich.
EUBANKS, BLAIR
WTAR, Norfolk, Va.
EUBANKS, ROBERT
KORE, Eugene, Ore.
EUGENE, CHET
KFYR, Bismarck, N. D.
EVANS, BETTE
KAKC, Tulsa, Okla.
EVANS, CLAUDE
KSWM, Joplin, Mo.
EVANS, DAVID
WAAF, Chicago, Ill.
EVANS, DON
WGKV, Charleston, W. Va.
EVANS, EDDIE
WFAA, Dallas, Tex.
EVANS, FRANKLIN
KSFO, San Francisco, Calif.
EVANS, JAMES
ABC
EYRICH, RICHARD
WSVA, Harrisonburg, Va.

— F —

FAGEN, FRANK, JR.
WHIT, New Bern, N. C.
FAHY, R. A.
KABR, Aberdeen, S. D.
FAIRBURN, TED
WJBC, Bloomington, Ill.
FAIRLEY, BILL
KOME, Tulsa, Okla.
FELLER, SHERMAN
WEEI, Boston, Mass.
FENGLER, HAROLD
WJMC, Rice Lake, Wis.
FENTON, WARD
WBEN, Buffalo, N. Y.
FERGUSON, HUGH
WCAU, Philadelphia, Pa.
FERGUSON, JOHN E.
WJBO, Baton Rouge, La.



ARTHUR GARY
NBC - WNBC



FRED ROBBINS

FERGUSON, MORSE
WKY, Oklahoma City, Okla.
FERGUSON, WALTER
KWKH, Shreveport, La.
FETTY, MAX
WIRE, Indianapolis, Ind.
FINCH, DEE
WNEW, New York, N. Y.
FINDLAY, DAVE
WDJB, Roanoke, Va.
FINLEY, STUART
WRC, Washington, D. C.
FISCHLER, JOE
WNYC, New York, N. Y.
FITZGERALD, GORDON
KGKO, Ft. Worth, Tex.
FLINN, PAUL S.
WDAD, Indiana, Pa.
FLOURNOY, MORRIS
WHAS, Louisville, Ky.
FLOWERS, GEORGE
WOHS, Shelby, N. C.
FLYNN, ARTHUR
WLAW, Lawrence, Mass.
FLYNN, FAHEY
WBBM, Chicago, Ill.
FLYNN, ROY
WAPI, Birmingham, Ala.
FLYNN, WILLIAM
WIBU, Poynette, Wisc.
FOARD, A. G., JR.
WJRI, Lenoir, N. C.
FENNEMAN, GEORGE
ABC—I Deal In Crime
FORD, ART
NBC—Eileen Barton Show
FORMAN, WILLIAM
NBC—Fitch Bandwagon
FOE, FRED
KVOS, Bellingham, Wash.
FORSYTHE, JIM
WDSU, New Orleans, La.
FORSYTHE, LARRY
KOIL, Omaha, Nebr.
FOSS, JOE
KWNO, Winona, Minn.
FOSTER, JACK
WCKY, Cincinnati, O.
FOX, AL
WIS, Columbia, S. C.
FOX, HILL
KMO, Tacoma, Wash.
FOX, C.
KMLB, Monroe, La.
FOX, GARFIELD
WINN, Lousiville, Ky.
FOX, JOHN
WFUN, Huntsville, Ala.
FRANCIS, AL
WKST, New Castle, Pa.
FRANK, BERT
KDYL, Salt Lake City, Utah.
FRANK, DON
WPEN, Philadelphia, Pa.
FRANK, HARRY
WHAI, Greenfield, Mass.
FRANKLIN, BOB
KQW, San Jose, Calif.
FRANKLIN, DEL
KSTP, St. Paul-Minneapolis, Minn.
FRANKLIN, JOHN
WCAU, Philadelphia, Pa.
FRANKLIN, ROBERT
KGW, Portland, Ore.
FRASER, GORDON
ABC—Woman of Tomorrow
FRAZIER, ROBERT
WMMN, Fairmont, W. Va.
FREDERICK, C. R.
WHLN, Harlan, Ky.
FREDERICK, DON
WOR, New York, N. Y.
FREDERICKS, CAL.
KFWB, Hollywood, Calif.
FREDERICKS, JACK
WIBX, Utica, N. Y.
FULTON, DAVE
WLAB, Albany, Ga.
FURNACE, RANDALL
WTAX, Springfield, Ill.
FURNO, PETE
KIDO, Boise, Idaho
FUSCO, DANIEL A.
WKAL, Rome, N. Y.

— G —

GABRIEL, DON
WJW, Cleveland, O.
GAINES, PHIL
WRUF, Gainesville, Fla.
GALBRAITH, JOHN
KGO, San Francisco, Calif.
GALLAGHER, ROGER
WMCA, New York, N. Y.
GALLOP, FRANK
CBS—Family Hour
NBC—Milton Berle
NBC—Stella Dallas
GARDNER, JACK
KLAC, Los Angeles, Calif.
GARRETT, JAMES
WDRC, Hartford, Conn.
GARRISON, JACK
KMOX, St. Louis, Mo.
GARROWAY, DAVE
WMAQ, Chicago, Ill.

FORT PEARSON
Announcer
"QUEEN FOR A DAY"

JACK BAILEY

GARTON, DICK
KFWB, Hollywood, Calif.

GARY, ARTHUR
NBC-WNBC

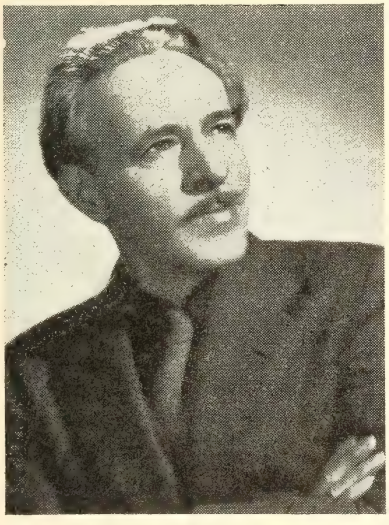
GAUVIN, AIME
WHN, New York, N. Y.
GARDINER, DON
ABC — Gangbusters, National Vespers, Monday Morning Headlines
GEE, STAN
WGAR, Cleveland, O.
GIES, ROBERT
WHK, Cleveland, O.
GELZER, JACK
WKBW, Buffalo, N. Y.
GERAGHTY, LARRY
WOL, Washington, D. C.
GERARD, WARREN
WCAE, Pittsburgh, Pa.
GERO, NORMAN
KTUC, Tucson, Ariz.
GIBBONS, JACK
WILM, Wilmington, Del.
GIBBS, JOHN
KQV, Pittsburgh, Pa.
GIGUERE, CONRAD
WCOU, Lewiston, Me.
GILBERT, LIVINGSTON
WAVE, Louisville, Ky.
GILLESPIE, FRANK
KSJB Jamestown, N. D.
GILLESPIE, THOMAS P.
WWNY, Watertown, N. Y.

GILMORE, ART
(Gilmore, Arthur W.); Radio announcer; b. Tacoma, Wash., Mar. 18, 1912; Coll. of Puget Sound; Wash. State Coll.; Dr. Christian; Murder & Mr. Malone; Meet Me At Parky's; Stars Over Hollywood; Lux Radio Theater (Actor).

GILMORE, BING
KOMA, Oklahoma City, Okla.
GLACY, ROBERT
WKBW, Buffalo, N. Y.
GLASS, LOUIS
WTRC, Elkhart, Ind.
GOBER, JIMMY
KNOW, Austin, Tex.
GOERNER, BOB
KQW, San Jose, Calif.
GOLIGHTLY, W. GROVER JR.
WSPA, Spartanburg, S. C.
GOLOMBECK, HERBERT, A.
WEMP, Martinsburg, W. Va.
GOODALL, ULNA F.
WHP, Harrisburg, Pa.
GOODRICH, ROGER
WHEC, Rochester, N. Y.
GOODWIN, BILL
NBC—Maxwell House Coffee Time. Burns & Allen
GOODWIN, GLENN
KSO, Des Moines, Ia.
GORDON, LARRY
WIRE, Indianapolis, Ind.
GOSS, FRANK
CBS—That's Finnigan
GOULDING, PHIL
WHN, New York, N. Y.
GOURLAY, DOUG
NBC—Bob Burns, A Date With Judy, Noah Webster Says
GOVE, ELLIOTT
WSYR, Syracuse, N. Y.
GRADY, JOE
WPEN, Philadelphia, Pa.
GRADY, JOSEPH
WBRE, Wilkes-Barre, Pa.
GRAHAM, VANCE
KMPC, Los Angeles, Calif.
GRAHAM, FRANK
NBC—Rudy Vallee Show

GRAUER, BEN
Announcer, radio, newsreels; b. Staten Island N. Y.; CCNY, B.S. Degree; Home Is What You Make It (NBC); NBC Symphony of the Air; Walter Winchell (ABC); Chesterfield Supper Club (NBC); America United (NBC); News (NBC).

GRANBY, SUMNER
KQV, Pittsburgh, Pa.
GRANDLE, RAY
WROK, Rockford, Ill.
GRANT, BERNARD
WPAT, Paterson, N. J.
GRANT, FELIX
WWDC, Washington, D. C.
GRANT, HAL
WGBR, Goldsboro, N. C.
GRANT, MILT
WARM, Scranton, Pa.
GRANTHAM, DON
WOLS, Florence, S. C.
GRAVES, GENE
KYW, Philadelphia, Pa.
GRAY, JOHN
WDOD, Chattanooga, Tenn.
GRAYSON, SID
KWFT, Wichita Falls, Tex.



DAVID ROSS

JAY STEWART

Emcee

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A.B.C.

Monday Through Friday

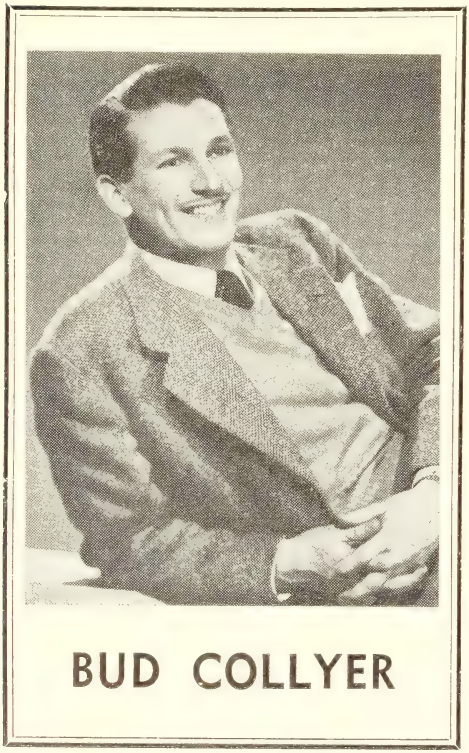
GREBE, FRED
WHAI, Greenfield, Mass.
GREGG, TOM
WREN, Lawrence, Kans.
GREENE, BOB
CBS, Hollywood, Calif.
GREENHOW, TOM
KGO, San Francisco, Calif.
GREY, ALLEN
WPEN, Philadelphia, Pa.
GREY, STUART
WOL, Washington, D. C.
GRIBBEN, PAUL
KTAR, Phoenix, Ariz.
GRIFFITH, LES
ABC
GRIMM, WILLIAM
WSGN, Birmingham, Ala.
GRIZZARD, HERMAN
WLAC, Nashville, Tenn.
GROBE, ALBERT A.
WQXR, New York, N. Y.
GROSS, BOB
WFIL, Philadelphia, Pa.
GRUBB, DAVE
WCHS, Charleston, W. Va.
GUIDI, HUGH
WINX, Washington, D. C.
GUINAN, JACK
WJTN, Jamestown, N. Y.
GUNN, EARL
KALE, Portland, Ore.
GUNN, GEORGE
ABC—Dick Tracy
GURLEY, KEN
WAGA, Atlanta, Ga.
GUSTAFSON, RODGER
WEBR, Buffalo, N. Y.
GWYNN, DALLAS E.
WLOE, Leaksville, N. C.
GYNAN, EARL F.
WLAW, Lawrence, Mass.

— H —

HAAFTEN, VAN
WIND, Chicago, Ill.
HACKMEYER, IRVING
WMEX, Boston, Mass.
HAEFNER, GEORGE
WHAM, Rochester, N. Y.
HAGEMAN, JAMES A.
WCHV, Charlottesville, Va.
HAGER, WM.
KMOX, St. Louis, Mo.
HAHN, ROBERT
KVOD, Denver, Colo.
HALEY, ALBERT
WBNY, Buffalo, N. Y.
HALE, JERB
KGO, San Francisco, Calif.
HALEY, JOE, JR.
KWRB, Oakland, Calif.
HALL, ART
WHDH, Boston, Mass.
HALL, BOB
WXYZ, Detroit, Mich.
HALL, HARRY
KFWB, Hollywood, Calif.
HALL, RADCLIFFE
WNBC, New York, N. Y.
HALEY, HERBERT
ABC
HALLENBECK, KENNETH
WKNE, Keene, N. H.
HALTEMAN, CHARLES
ABC
HALVERSON, PAT
WFAA, Dallas, Tex.
HALVERSON, PAT
KGKO, Ft. Worth, Tex.

HAMILTON, GENE
Concert commentator, announcer, director; b. Toledo, O., Feb. 22, 1910; Boston Symphony; Music Conductor—Professor Quiz; Announcer — Breck Beautiful Music Concerts; Announcer — News & Sports for Bethlehem Steel; News Reporter.

HAMILTON, JIM
WIND, Chicago, Ill.
HAMILTON, WARD
WWNY, Watertown, N. Y.
HAMPTON, RAWLS
WFAS, White Plains, N. Y.
HAMMOND, FRED
WWL, New Orleans, La.
HAMRICK, HOWARD
WRNL, Richmond, Va.
HANCOCK, HUNTER
KFVD, Los Angeles, Calif.
HANLEY, LORRAINE
WROK, Rockford, Ill.
HANLON, TOM
CBS—Ford Show
HANNAH, JIM
WFIG, Sumter, S. C.
HANNES, ARTHUR
KMOX, St. Louis, Mo.
HANSEN, CLIFF
KOMO, Seattle, Wash.
HANSEN, DON
WEXL, Royal Oak, Mich.
HANSEN, ROY
WDRC, Hartford, Conn.
HANSON, HARLEY
WCBI, Columbia, Miss.
HARBER, HARRY
KGKO, Ft. Worth, Tex.


BUD COLLYER

PIERRE ANDRE
Announcing
A.B.C.

HARBER, HARRY
WFAA, Dallas, Tex.
HARDEN, FRANK
WIS, Columbia, S. C.
HARDIE, JIM
WRNL, Richmond, Va.
HARDIN, FRANCIS
WGST, Atlanta, Ga.
HARMON, KING
KUTA, Salt Lake City, Utah
HARMS, FRANK
WITH, Baltimore, Md.
HAROLD, BOB
WNAE, Warren, Pa.
HARPER, JOHNNY
WWRL, Woodside, N. Y.
HARRINGTON, JOHN
KTAR, Phoenix, Ariz.
HARRIS, BOB
WMCA, New York, N. Y.

HARRICE, CY
Radio announcer, narrator; b. Chicago, Ill., Mar. 1 1915; Northwestern Univ., B.S. Degree; Quick As A Flash; Grand Central Station; Vox Pop; The Gabriel Heatter Show; Crime Cases of Warden Lawes; The RCA Victor Show.

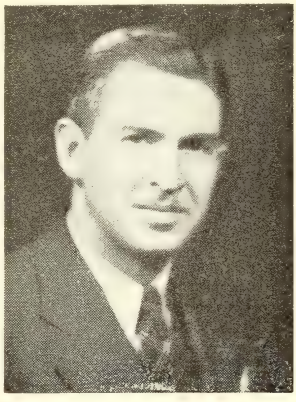
HARRIS, DEAN W.
WHAM, Rochester, N. Y.
HARRIS, JULIAN
WDAF, Kansas City, Mo.
HARRIS, LLOYD
WMAZ, Macon, Ga.
HARRIS, ROBERT
WOAV, Vincennes, Ind.
HARRISON, HAROLD
WMFR, High Point, N. C.
HART, DON
WSNJ, Bridgeton, N. J.
HARTRICK, GEORGE
WCOP, Boston, Mass.
HARVEY, BILL
WFIL, Philadelphia, Pa.
HARVEY, BRUNELL
WACO, Waco, Tex.
HARVEY, NEIL
WFIL, Philadelphia, Pa.
HASELTINE, FRED
WDNC, Durham, N. C.
HASSING, DOUGLAS
WTOC, Savannah, Ga.
HATTON, RICHARD
WJW, Cleveland, O.
HAUG, CARL G.
WMOB, Mobile, Ala.
HAWKINS, DON
KSTP, St. Paul-Minneapolis, Minn.
HAYES, DON
KTSB, Shreveport, La.
HAYES, GEORGE
ABC
HAYES, JOSEPH
WOLF, Syracuse, N. Y.
HAYES, PAT
KIRO, Seattle, Wash.
HAYNES, DICK
KMPC, Los Angeles, Calif.
HEISTAND, JOHN
NBC—Cavalcade of America, The Fabulous Dr. Tweedy
HAYWARD, BRUCE
KWK, St. Louis, Mo.
HAYWORTH, HERB
WOWO, Fort Wayne, Ind.
HEALY, DAN
WBRK, Pittsfield, Mass.
HEARLE, PERCY
WGST, Atlanta, Ga.
HEDGEPETH, BILL
WAPO, Chattanooga, Tenn.
HEEDER, PAUL
KSAN, San Francisco, Calif.
HEERMAN, HENRY
KWON, Bartlesville, Okla.
HEGARD, KEN
WFOX, Milwaukee, Wisc.
HEISS, ROBERT J.
WTMJ, Milwaukee, Wisc.
HENDERSON, DAVE
KTUC, Tucson, Ariz.
HENDERSON, MAX
WTCN, Minneapolis, Minn.
HENDERSON, SAMUEL G. JR.
WGAN, Portland, Me.
HENDERSON, BOB
WAGE, Syracuse, N. Y.
HENLEY, HAROLD
WOPI, Bristol, Tenn.
HENNESSY, FRANK
WSYR, Syracuse, N. Y.
HENNESSY, JAMES
KXOK, St. Louis, Mo.
HENNIG, HAROLD
WKIP, Poughkeepsie, N. Y.
HENRICH, WALT
WGAR, Cleveland, O.
HENRY, DICK
WOOD, Grand Rapids, Mich.
HENRY, GILL
KLO, Ogden, Utah
HENTOFF, NATHAN
WMEX, Boston, Mass.



HUGH JAMES

"Lowell Thomas Show".....NBC
"Second Mrs. Burton".....CBS
"Voice Of Firestone".....NBC
"True Detective Stories".....MBS
"House In The Country".....NBC
20th Century-Fox News

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NARRATION
ACTING
STANDARD and VIDEO

LE 2-1100

HERLIHY, ED
(Herlihy, Edward J.); Announcer, MC, commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A. Degree; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator—Universal Newsreels.

HERLIHY, WALTER
ABC—John Powers
HERMAN, CHARLES
WLAV, Grand Rapids, Mich.
HERMAN, CHESTER
WLW, Cincinnati, O.
HERRING, BILL
KXOX, Sweetwater, Tex.
HERTSGAARD, ROLF
WCCO, Minneapolis, Minn.
HESSLER, FRED
KLAC, Los Angeles, Calif.
HEWITT, ED
KROW, Oakland, Calif.
HICKMAN, HENRY
WFBR, Baltimore, Md.
HICKOX, RICHARD T.
WLAW, Lawrence, Mass.
HIGGINS, JAMES W.
WWNY, Watertown, N. Y.
HIGHTOWER, BILL
KFJZ, Forth Worth, Tex.
HILDEBRAND, BILL
WDAS, Philadelphia, Pa.
HILL, BILL
KARK, Little Rock, Ark.
HILL, FRANCIS
KGKO, Ft. Worth, Tex.
HILL, FRED, JR.
WMAZ, Macon, Ga.
HILL, PAT
WBEN, Buffalo, N. Y.
HILL, ROY
WDSU, New Orleans, La.
HILL, ZACK
WWJ, Detroit, Mich.
HILLE, ROBERT
KXOK, St. Louis, Mo.
HINDMAN, WILLIAM
WCOL, Columbus, O.
HINDS, WILLIAM T.
KDKA, Pittsburgh, Pa.
HINES, JIMMY
WPRO, Providence, R. I.
HINKLEY, HARRY, JR.
WHP, Harrisburg, Pa.
HINSHAW, FRED
WLBC, Muncie, Ind.
HITCHCOCK, JACK
KFAB, Lincoln, Nebr.
HITE, BOB
CBS.
HITES, WARREN
WIS, Columbia, S. C.
HODGE, TED
WENY, Elmira, N. Y.
HGAN, GEORGE
WOR, New York, N. Y.
HOGAN, JOE
KRLD, Dallas, Tex.
HOLBROOK, JOE
WMON, Montgomery, W. Va.
HOLCZER, BOB
WBRY, Waterbury, Conn.
HOLDEN, JACK
WLS, Chicago, Ill.
HOLDEN, PAUL B.
KTW, Seattle, Wash.
HOLDER, HOWARD
WOC, Davenport, Ia.
HOLLEY, WAKEFIED
WKY, Oklahoma City, Okla.
HOLLOWAY, FRANK
KFYO, Lubbock, Tex.
HOLMES, BEN
KOMA, Oklahoma City, Okla.
HOLMES, BOB
WHAI, Greenfield, Mass.
HOLMES, RICHARD
WILM, Wilmington, Del.
HOLT, CHARLES
WSFA, Montgomery, Ala.
HOLTMAN, JOHN
WMAQ, Chicago, Ill.
HOORNBEEK, HAROLD
WKNY, Kingston, N. Y.
HOOVER, CHUCK
WHKK, Akron, O.
HOPE, ROBERT
WSFA, Montgomery, Ala.
HOPKINS, DON
WIBW, Topeka, Kans.
HORTON, HAL
KRLD, Dallas, Tex.
HOUSH, MERLE
WIBW, Topeka, Kans.
HOWARD, LARRY
WHEB, Portsmouth, N. H.
HUBBARD, EDDIE
WIND, Chicago, Ill.
HUBER, DICK
KSO, Des Moines, Ia.
HUGG, JEFF
WJBW, New Orleans, La.
HUGHES, JIMMY
WCOV, Montgomery, Ala.
HUGHES, JUDD
WNBF, Binghamton, N. Y.

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HUGHES, MARTIN
WIOD, Miami, Fla.
HUGHES, PAUL
KTAR, Phoenix, Ariz.
HOUIZENGA, JACOB
WKBZ, Muskegon, Mich.
HULL, DOC
KVOO, Tulsa, Okla.
HULL, IRA
WRNL, Richmond, Va.
HUNT, MEL
KECA, Los Angeles, Calif.
HUNT, TED
KROD, El Paso, Tex.
HUNTER, BEN
KEX, Portland, Ore.
HUNTER, CHARLES
WJW, Cleveland, O.
HUNTER, GEORGE
WWJ, Detroit, Mich.
HURST, ED
WPEN, Philadelphia, Pa.
HUSEBY, LARRY
KVI, Tacoma, Wash.
HUSING, TED
WHN, New York, N. Y.
HUSTAK, JOE
WMRO, Aurora, Ill.
HUTCHINSON, RAY
WITH, Baltimore, Md.
HUTSON, JOHN C.
WFIN, Findlay, O.
HYLAND, ART
WMBG, Richmond, Va.

— I —

IDE, CARLTON C.
KDKA, Pittsburgh, Pa.
INGRAM, ARTHUR
WERC, Erie, Pa.
IRISH, JACK
WOR, New York, N. Y.
IRWIN, PHIL
KGW, Portland, Ore.
ISON, AUBREY
KYOR, San Diego, Calif.
IVES, BOB
WJTN, Jamestown, N. Y.
IVEY, HUGH
WAGA, Atlanta, Ga.

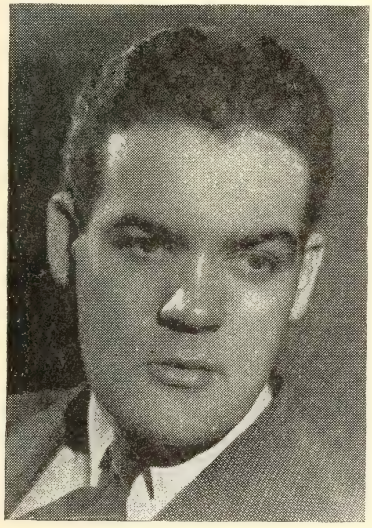
— J —

JACKSON, FLOYD
WPAY, Portsmouth, O.
JACKSON, JAY
WOR, New York, N. Y.
JACKSON, JOE
WFDF, Flint, Mich.
JAEGER, JOHN
WNEW, New York, N. Y.
JAMES, HERB
KXEL, Waterloo, Ia.

JAMES, HUGH
(McIlrevey, Hugh J.); Announcer, narrator; b. New York, N. Y., Oct. 13, 1915; NYU, Univ. of Pa., George Wash. Univ.; Lowell Thomas (NBC); Voice of Firestone (NBC); Second Mrs. Burton (CBS); True Detective Mysteries (MBS); A House in the Country (NBC); Special Assignment, Press Assoc.

JAMESON, KEITH
WMAL, Washington, D. C.
JAMOND, WALTER
KGW, Portland, Ore.
JANES, GERALD
KWBC, Ft. Worth, Tex.
JANES, ROBERT
KGW, Portland, Ore.
JASMIN, JOSEPH O.
WPRO, Providence, R. I.
JASPAN, ELMER
WTTM, Trenton, N. J.
JASS, MEL
KGIR, Butte, Mont.
JAXTHEIMER, ELLIS
WPIC, Sharon, Pa.
JENKINS, ALUN
WHK, Cleveland, O.
JENKINS, BILL
WTOP, Washington, D. C.
JENSEN, ALLEN
KSL, Salt Lake City, Utah
JENSEN, LEIF
WDRC, Hartford, Conn.
JOHNSEN, CLIFF
KLX, Oakland, Calif.
JOHNSON, ALLEN
KTSM, El Paso, Tex.
JOHNSON, BILL
WTAR, Norfolk, Va.
JOHNSON, BOB
KFOR, Lincoln, Nebr.
JOHNSON, BOB
WNOX, Knoxville, Tenn.
JOHNSON, BOB
WPEN, Philadelphia, Pa.

JOHNSON, CLIFF
Master-of-Ceremonies, announcer
JOHNSON, CULLEN
WRAL, Raleigh, N. C.
JOHNSON, ED
WEIM, Fitchburg, Mass.
JOHNSON, GEORGE
WCCO, Minneapolis, Minn.
JOHNSON, HERB
WMAZ, Macon, Ga.



ROD O'CONNOR
RED SKELTON SHOW
KAY KYSER SHOW
PEOPLE ARE FUNNY SHOW



BOB GARRED
CBS News Reporter

JOHNSON, JIM
WHHT, Durham, N. C.
JOHNSON, WILLIAM
WLAC, Nashville, Tenn.
JOHNSTON, BILL
WTAX, Springfield, Ill.
JOHNSTONE, FRED
WHN, New York, N. Y.
JONES, ARTHUR
WORC, Worcester, Mass.
JONES, BOB
WBIG, Greensboro, N. C.
JONES, DON
KANA, Anaconda, Mont.
JONES, PAUL
WLW, Cincinati, O.
JONES, ROBERT L.
WSPR, Springfield, Mass.
JORDAN, LEE
WAGA, Atlanta, Ga.
JORDAN, MARK
KGO, San Francisco, Calif.
JORDAN, MURRAY
WLIB, New York, N. Y.
JORGENSEN, FRED
KGO, San Francisco, Calif.
JOURNEAY, TOM
KPRC, Houston, Tex.

JOY, DICK
Freelance announcer; co-owner KCMJ; b. Putnam, Conn., Dec. 28, 1915; USC; News (CBS); Silver Theater; Those We Love; Groucho Marx; Nelson Eddy; Danny Kaye; Vox Pop; Forever Ernest; Sad Sack; Adventures of Sam Spade; Telephone Hour.

JOYNER, GORDON
WMBD, Peoria, Ill.

JUDKINS, HARLAN
KTUL, Tulsa, Okla.

— K —

KAIMAN, LAMBERT
KMOX, St. Louis, Mo.
KALLAY, EDWIN
WINN, Louisville, Ky.
KANE, MIKE
WKOK, Sunbury, P.
KARANT, MARTIN
WKPT, Kingsport, Tenn.
KARNSTEDT, CAL
KSTP, St. Paul-Minneapolis, Minn.

KaDELL, CARLTON
Amos 'n' Andy
KASSNER, EDMUND
ABC
KEECH, KEL
ABC
KENNEDY, JOHN MILTON
CBS—Lux Radio Theater
ABC
KIRBY, GENE
ABC
KRUPP, ROGER
ABC — Counterspy, Doctors Talk It Over, Labor USA
KASPER, FRED
WENR, Chicago, Ill.
KAY, ROBERT
WAVE, Louisville, Ky.
KAY, WALTER
WJW, Cleveland, O.
KEARNS, BOB
WIBW, Topeka, Kans.
KEATHLEY, HAMPTON
KPRC, Houston, Tex.

KEEFE, PAUL
WCOP, Boston, Mass.
KEEFE, THOMAS
WCAE, Pittsburgh, Pa.
KEENAN, JOHN
WKZO, Kalamazoo, Mich.
KEEP, BARNEY
KEX, Portland, Ore.
KELLEHER, PHIL
WQAM, Miami, Fla.
KELLER, FRED
WBEN, Buffalo, N. Y.
KELLY, A. ROGER
WJAS, Pittsburgh, Pa.
KELLY, EUGENE
WKIP, Poughkeepsie, N. Y.
KELLY, JACK
WEAU, Eau Claire, Wisc.
KELLY, LEON E.
WRAK, Williamsport, Pa.
KELLY, PAT
WNBC, New York, N. Y.
KELLY, W. M.
WJR, Detroit, Mich.
KELPE, HENRY
KOIL, Omaha, Nebr.
KELLER, ERNIE
WSM, Nashville, Tenn.
KEMPER, LOU
WFAA, Dallas, Tex.
KENNEDY, RAY
WRVA, Richmond, Va.
KENT, FRANK
WPEN, Philadelphia, Pa.
KENT, HAL
WNBF, Binghamton, N. Y.
KENT, JOHN
WWL, New Orleans, La.
KENT, MARSHALL
WJJD, Chicago, Ill.



JIM DOYLE

Announcer

News Commentator



DICK JOY

MANAGEMENT MCA

CO-OWNER, KCMJ, PALM SPRINGS

KENYON, CLARENCE F.
KWKH, Shreveport, La.
KEPHART, WILLIAM
WMAQ, Chicago, Ill.
KERN, BRUCE
WTIC, Hartford, Conn.
KERR, DON
WAAT, Newark, N. J.
KERR, KEITH
KFH, Wichita, Kans.
KETNER, WILL
WFBG, Altoona, Pa.
KILLPACK, LOVELL
KOVO, Provo, Utah
KIMBALL, MERLE
KVI, Tacoma, Wash.
KING, BILL
WSSV, Petersburg, Va.
KING, BURTON
KTEM, Temple, Tex.
KING, CHARLES
WKAL, Rome, N. Y.
KING, DICK
KWBW, Hutchinson, Kans.
KING, FULTON
KMBC, Kansas City, Mo.
KING, FULTON
WTON, Staunton, Va.
KING, JOE
CBS
KING, LARRY
WLBH, Mattoon, Ill.
KING, NELSON
WCKY, Cincinnati, O.
KING, WALLY
KSFO, San Francisco, Calif.
KING, WALLY
WATR, Waterbury, Conn.
KIRBY, JIMMY
WGST, Atlanta, Ga.
KIRBY, KLEVE
WMAQ, Chicago, Ill.
KIRBY, LEE
WBT, Charlotte, N. C.
KISTLER, BILL
KFNF, Shenandoah, Ia.
KITTELL, CLYDE
WNBC, New York, N. Y.
KNAPP, BERTRAM
WMCA, New York, N. Y.
KNIGHT, FRED
WIBG, Philadelphia, Pa.
KNIGHT, RALPH
WOWO, Fort Wayne, Ind.
KNOTT, JACK
WIS, Columbia, S. C.
KNOX, BOB
WIBG, Philadelphia, Pa.
KOLBY, CAL
WBRY, Waterbury, Conn.
KOLMAN, ERNEST
KFH, Wichita, Kans.
KOPP, LeROY
KQW, San Jose, Calif.
KOVACS, ERNEST
WTTM, Trenton, N. J.
KRAEFT, NORMAN
WENR, Chicago, Ill.
KRAMER, HARRY
CBS
KRAUSE, BERNIE
WGY, Schenectady, N. Y.
KRIEGHOFF, BOB
WTOL, Toledo, O.
KRAUGH, BILL
WCNC, Elizabeth City, N. C.
KRUPP, LARRY
WJW, Cleveland, O.
KUHLMEY, STERLING
KVOX, Moorhead, Minn.
KULT, ERVIN
KSOO, Sioux Falls, S. D.
KUTZ, EDWARD
WSPD, Toledo, O.

— L —

LAFFEY, FREDERIC, P.
WLAW, Lawrence, Mass.
LAING, JOHN
NBC—The Great Gildersleeve.
Sealtest Village Store
LA FRANO, TONY
KHJ, Los Angeles, Calif.
LA HAYE, LOUIS
WICC, Bridgeport, Conn.
LAKE, ED
KABC, San Antonio, Tex.
LAMBERT, VINCENT
KVOV, Redding, Calif.
LAMUTIS, ALEX
WSAY, Rochester, N. Y.
LANAGAN, JAMES
WNBH, New Bedford, Mass
LANCTOT, CLIFFORD
WEW, St. Louis, Mo.
LANDFEAR, DEAN
WMT, Cedar Rapids, Ia.
LANDRY, JIM
WDSU, New Orleans, La.
LANE, JERRY
WKZO, Kalamazoo, Mich.
LANGLEY, RALPH
KECA, Los Angeles, Calif.
LANPHEAR, ALBERT
WFTC, Kinston, N. C.
LaPORTE, LEO R.
WPRO, Providence, R. I.
LARACEY, JAMES L.
WBCM, Bay City, Mich.

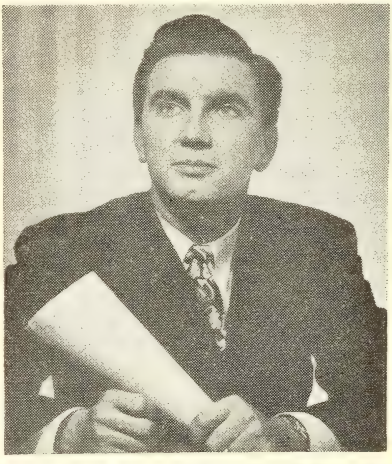


ART GILMORE

Announcer

"Dr. Christian"
"Murder and Mr. Malone"
"Meet Me at Parky's"
"Stars Over Hollywood"

Management — Art Rush, Inc.



FRANK BINGMAN

ANNOUNCER

"CRESTA BLANCA"
"HOLLYWOOD PLAYERS"
"JOAN DAVIS"
C.B.S.

Management
WILLIAM PECK AGENCY
9172 Sunset Blvd. Hollywood, Calif.

LARKIN, DON
WAAT, Newark, N. J.
LARSON, PAUL
WEIM, Fitchburg, Mass.
LASHER, SID
WHAM, Rochester, N. Y.
LATHAM, JACK
KFI, Los Angeles, Calif.
LATIMER, C. THOMAS
KMPC, Los Angeles, Calif.
LAUB, DARYL
WLAC, Nashville, Tenn.
LAUX, EDWARD
WAAT, Newark, N. J.
LAWLEY, LEE
KPRO, Riverside, Calif.
LAWRENCE, BOB
KTFS, Texarkana, Tex.
LAWRENCE, DAN
KRNT, Des Moines, Ia.
LAWRENCE, JACK
WEEI, Boston, Mass.
LAWRENCE, KEN
WTOL, Toledo, O.
LAWRENCE, LARRY
WAGE, Syracuse, N. Y.
LEACH, ROBERT E.
WBAB, Atlantic City, N. J.
LEAHY, TOM
KANS, Wichita, Kans.
LEE, HARRY G.
WBAB, Atlantic City, N. J.
LEEDS, DAVID
WMCA, New York, N. Y.
LEEFERS, ROBERT C.
WMT, Cedar Rapids, Ia.
LeFEVRE, BILL
WFBR, Baltimore, Md.
LE FEVRE, NED
NBC—People Are Funny
LEMOND, BOB
CBS—Hoagy Carmichael
LEIGHTON, BEN
KSTP, St. Paul-Minneapolis, Minn.
LENE, WILL
WLW, Cincinnati, O.
LESTER, JACK
WENR, Chicago, Ill.
LEVEY, MARVIN
WFDF, Flint, Mich
LEVIN, HOWARD
WTRY, Troy, N Y
LEWIS, BOB
WIBX, Utica, N. Y.
LEWIS, CHARLES
WWJ, Detroit, Mich.
LEWIS, DON
WWL, New Orleans, La.
LEWIS, EARL W.
KWKH, Shreveport, La.
LEWIS, JACK
WMBG, Richmond, Va.
LEWIS, JOHN
WCAO, Baltimore, Md.
LEWIS, KEN
WLLH, Lowell-Lawrence, Mass.
LEWIS, TOM
KSO, Des Moines, Ia.
LIND, ELLIS
KYA, San Francisco, Calif.
LINDER, MORT
WSBT, South Bend, Ind.
LINFOOT, VICTOR
WWJ, Detroit, Mich.
LINGO, TED
WTOP, Washington, D. C.
LITTLE, ED
WHAM, Rochester, N. Y.
LIVESAY, WILLIAM
ABC
LOHMEIER, WM.
WHBF, Rock Island, Ill.
LOKEY, FRANK
WINN, Louisville, Ky.
LONDON, ABBOTT
KOMO, Seattle, Wash.
LONERGAN, STAN
WIND, Chicago, Ill.
LOUNSBURY, JIM
WHAS, Louisville, Ky.
LOVELESS, RAY
KWBW, Hutchinson, Kans.
LOWE, CRAIG
WSGN, Birmingham, Ala.
LOWE, DON
ABC—Ethel and Albert
LOWE, JACK
WWDC, Washington, D. C.
LOWREY, MEADOR
KRLD, Dallas, Tex.
LOWRY, LEW
WIBC, Indianapolis, Ind.
LUCAS, PETER
WBBM, Chicago, Ill.
LUCE, DEAN
WDRC, Hartford, Conn.
LUDLAM, KENNEDY
WRC, Washington, D. C.
LUDWIG, LYELL
WFBM, Indianapolis, Ind.
LUKENS, NED
WPEN, Philadelphia, Pa.
LUND, HOWARD
WJW, Cleveland, O.
LUNDBERG, VICTOR
WLAV, Grand Rapids, Mich.

DICK DUNHAM



Management: Bernard L. Schubert
Radio Registry: LA. 4-1200



STU WILSON
(Honestly, I'm free-lance!)
SURPRISE PARTY
QUIZ OF TWO CITIES
EXAMINER COMICS

LYON, CHARLEY
NBC—Saturday Night Round-Up
LYONS, DON
WING, Dayton, O.

— M —

MABRY, BOB
WFDF, Flint, Mich.
MABRY, DICK
WIBG, Philadelphia, Pa.
MABRY, ROBERT
KXO, El Centro, Calif.
MacDONALD, NORMAN
WINX, Washington, D. C.
MacDONNELL, DAN
CBS
MacFARLAND, RANCE
WIBC, Indianapolis, Ind.
MacLAUGHLIN, DON
NBC — Carnation Contented Hour
MacLEAN, JOHN
WGST, Atlanta, Ga.
MacLEOD, BOB
KFYR, Bismarck, N. D.
MAGNER, BILL
WFDF, Flint, Mich.
MAHANEY, ROBERT
WIBX, Utica, N. Y.
MALCOLM, BILL, JR.
NBC
MANESS, FRED
WRVA, Richmond, Va.
MANN, ALAN
KFWB, Hollywood, Calif.
MANN, JOE
KQV, Pittsburgh, Pa.
MANNES, HARLEY
KPRO, Riverside, Calif.
MANNING, BILL
KDYL, Salt Lake City, Utah
MANNING, TOM
WTAM, Cleveland, O.
MANSUY, FRANK
WENY, Elmira, N. Y.
MAPLES, GRADY
KFJZ, Fort Worth, Tex.
MARBLE, HARRY
CBS
MARCELLE, LOU
KFWB, Hollywood, Calif.
MARKS, GARNETT
KMPC — Announcer, narrator, actor, sports and news commentator
MARSHALL, JOE
KMBC, Kansas City, Mo.
MARTIN, BILL
WWSW, Pittsburgh, Pa.
MARTIN, BOB
WOR, New York, N. Y.
MARTIN, EARL
WFPG, Atlantic City, N. J.
MARTIN, HARRY
WFBM, Indianapolis, Ind.
MARTIN, JOE
WNAX, Yankton, S. D.
MARTIN, FRANK
CBS—The Dick Haymes Show
WKY, Oklahoma City, Okla.
MARVIN, KEN
WJR, Detroit, Mich.
MARVIN, TONI
CBS
MARX, JERRY
KOMA, Oklahoma City, Okla.
MASTERSON, PAUL C.
ABC
MATTHEWS, FRANK
WISH, Indianapolis, Ind.
MATTHEWS, JAMES
CBS, Hollywood, Calif.
MAURER, BOB
WCOA, Pensacola, Fla.
MAUST, BILL
WRVA, Richmond, Va.
MAXSON, JOHN
KSRV, Ontario, Ore.
MAXWELL, TOM
WGST, Atlanta, Ga.
MAYER, BILL
WGAR, Cleveland, O.
MAYES, DOUGLAS
WMFR, High Point, N. C.
McCAIN, BILL
WAGA, Atlanta, Ga.
McCANN, TOM
WSAI, Cincinnati, O.
McCARTHY, CHAS. F.
WNBC, New York, N. Y.
McCARTHY, JACK
ABC
McCARTHY, DICK
WKNY, Kingston, N. Y.
McCARTHY, FRANK
WOR, New York, N. Y.
McCAY, RAY
WATL, Atlanta, Ga.
McCOACH, BLAKE
WENT, Gloversville, N. Y.
McCORMACK, MALCOLM
WBZ-WBZA, Boston, Mass.
McCORMICK, JOHN
WBBM, Chicago, Ill.
McCORMICK, STEVE
WOL, Washington, D. C.
McCOY, JACK
WOAI, San Antonio, Tex.
McCOY, RONNIE
KFEL, Denver, Colo.
McCULLOUGH, DAN
WOR, New York, N. Y.
McDONALD, HUGH
WSGN, Birmingham, Ala.
McDONALD, PHIL
WEEI, Boston, Mass.
McELROY, JACK
ABC—Bride and Groom
McENROE, THOMAS H.
WPRO, Providence, R. I.
McFARLAND, OWEN
WMCA, New York, N. Y.
McKEE, ROY
KOMA, Oklahoma City, Okla.
McKNIGHT, JOHN
WMCA, New York, N. Y.
McLEAN, CLYDE
WIS, Columbia, S. C.
McMAHON, GILES
CKLW, Detroit, Mich. - Windsor, Ont.
McMILLAN, ROY
WSB, Atlanta, Ga.
McNEELY, MARTIN
WFMJ, Youngstown, O.
METZ, MILTON
WHAS, Louisville, Ky.
METZ, STUART
CBS
MEYER, DON
WRVA, Richmond, Va.
MEZGER, BILL
WEEI, Boston, Mass.
MICHAEL, GEORGE
WGY, Schenectady, N. Y.
MILLER, DAVE
WAAT, Newark, N. J.
MILLER, DON
WTOL, Toledo, O.
MILLER, HOWARD
WIND, Chicago, Ill.
MILLER, MARVIN
ABC—Louella Parsons
MILLER, ROSS
WTIC, Hartford, Conn.
MILLER, WM.
KMOX, St. Louis, Mo..
MILNER, GENE
KRNT, Des Moines, Ia.
MILLS, FRANK
KGKO, Fort Worth, Tex.
MILTNER, JAY
WFMJ, Youngstown, O.
MILTON, BOB
KCKN, Kansas City, Mo.
MITCHELL, FRANKLIN "BUD"
WJR, Detroit, Mich.
MITCHELL, JAMES
WOSH, Oshkosh, Wisc.
MOEGLE, FRED
KWK, St. Louis, Mo.
MOON, BOB
Columbia Pacific — Free For All
MORRISSEY, JACK
WHKK, Akron, O.
MORRISON, WILBUR
WGY, Schenectady, N. Y.
MORROW, CAL
WJNO, West Palm Beach, Fla.
MORROW, JOHN
WISH, Indianapolis, Ind.
MORSE, JOHN
WORC, Worcester, Mass.
MYERS, ROBERT
WMRF, Lewistown, Pa.

— N —

NASH, R. J.
KSO, Des Moines, Ia.
NAUGHTON, CLIFF
KSFO, San Francisco, Calif.
NAUGHTON, RUSS
WDRC, Hartford, Conn.
NAUMAN, DICK
WRR, Dallas, Tex.
NEAL, HAL
WXYZ, Detroit, Mich.
NEDIN, RICHARD C.
WKNY, Kingston, N. Y.
NELSON, CARL
WTMJ, Milwaukee, Wisc.
NELSON, GENE
WJBO, Baton Rouge, La.
NELSON, HERMAN
WJBO, Baton Rouge, La.
NELSON, HOWARD
WDAY, Fargo, N. D.
NELSON, WAYNE
WNEW, New York, N. Y.
NESBITT, PHIL
WITH, Baltimore, Md.
NEWCOMB, HERB
WENR, Chicago, Ill.
NEWELL, HAL
WEEI, Boston, Mass.
NICKS, JOHN
WTAM, Cleveland, O.
NICKSON, NICK
WWRL, Woodside, N. Y.
NIDEVER, LAURA
KORE, Eugene, Ore.
NIELSON, JAY
WITH, Baltimore, Md.
NIELSON, WARREN
KMA, Shenandoah, Ia.
NIGHTENGALE, EARL
KTAR, Phoenix, Ariz.
NILES, DAVID
WEVD, New York, N. Y.
NILES, FRED
WAAF, Chicago, Ill.
NILES, KEN
ABC—Jimmie Fidler
NILES, WENDELL
NBC—Bob Hope
NOBEL, AL
KQV, Pittsburgh, Pa.
NOBLE, DICK
WMAQ, Chicago, Ill.

NOBLES, GENE
WLAC, Nashville, Tenn.
NOLAN, TOMMY
WFBC, Greenville, S. C.
NORMAN, HAL
KFH, Wichita, Kans.
NORMAN, HORACE
WADC, Akron, O.
NORMAN, RICHARD
WINX, Washington, D. C.
NOVELL, WALTER
KFRE, Fresno, Calif.
NOVENSON, JOE
WFIL, Philadelphia, Pa.
NUNN, DOUG
WKRC, Cincinnati, O.

— O —

O'BRIEN, JOE
WMCA, New York, N. Y.
O'BRIEN, TOM
WNBC, New York, N. Y.
O'CONNOR, BILL
WAAF, Chicago, Ill.
O'CONNOR, THOMAS
WBAL, Baltimore, Md.

O'CONNOR, ROD

Announcer; b. Houston, Tex.; New Mexico Mil. Inst.; The Red Skelton Show (NBC); College of Musical Knowledge (NBC); People Are Funny (NBC).

O'CONNOR, VIRGINIA B.
WBAB, Atlantic City, N. J.
O'DONNELL, JOHN
WHBF, Rock Island, Ill.
OGILVIE, JACK
WBNY, Buffalo, N. Y.
O'HALLORAN, HAL
WLS, Chicago, Ill.
O'HALLORAN, HAL, JR.
WMRN, Marion, O.
OHLSEN, GUS
KQW, San Jose, Calif.
OLSON, RAY
WOW, Omaha, Nebr.
OSBORNE, KARL
WADC, Akron, O.
OVENDEN, KEN
WEEI, Boston, Mass.
OWENS, DICK
WBAX, Wilkes-Barre, Pa.
OWENS, MOREY
WROK, Rockford, Ill.
O'WRIL, ROBERT
WLLH, Lowell-Lawrence, Mass.
OYER, ROBERT
WHKC, Columbus, O.

— P —

PAGE, TOM
WIBX, Utica, N. Y.
PAIGE, CARL
WIBC, Indianapolis, Ind.
PALLEN, ART
WWSW, Pittsburgh, Pa.
PALMER, GEORGE
WSAI, Cincinnati, O.
PARDO, DON
WNBC, New York, N. Y.
PARK, C. H. SR.
WJR, Detroit, Mich.
PARKER, CARL
WLLH, Lowell-Lawrence, Mass.
PARKER, EUGENE
WCOU, Lewiston, Me.
PARKER, JIMMY
WBRY, Waterbury, Conn.
PARKER, LEE
WGTM, Wilson, N. Car.
PARSONS, MARSHALL
WDOD, Chattanooga, Tenn.
PATCH, RUSS
WIND, Chicago, Ill.
PAUL, FRED
WTAR, Norfolk, Va.
PAUL, RALPH
WOR, New York, N. Y.
PAULIN, PIERRE R.
KDKA, Pittsburgh, Pa.
PAXTON, TOM
KGO, San Francisco, Calif.
PEARCE, JOE
KMLB, Monroe, La.
PEARCE, SAM
KOMO, Seattle, Wash.

PEARSON, FORT

Announcer, commentator; b. Tenn.; Mil. Sch.; Queen For A Day; Evening With Romberg; Carmen Cavallaro Shaeffer Parade.

PEARSON, TEX
NBC—King Cole Trio Time
PECK, EDWARD V.
WSPR, Springfield, Mass.
PEDEN, TOM
WIRE, Indianapolis, Ind.
PEEL, ROBERT
KNOE, Monroe, La.
PELLETIER, VINCENT
NBC—Masquerade
Chicago Symphony Orchestra
PENBERTHY, S. J., JR.
WJR, Detroit, Mich.
PENNEY, BILL
WATL, Atlanta, Ga.
PENROSE, BERNARD
WBAB, Atlantic City, N. J.
PERRIN, KEYES
WOR, New York, N. Y.
PERRY, DAVID
WPAT, Paterson, N. J.
PERRY, GEORGE
WARM, Scranton, Pa.
PERRY, RUSS
WTOL, Toledo, O.
PETERS, ROBERT
WFAS, White Plains, N. Y.
PETERSON, JIM
KSL, Salt Lake City, Utah
PETERSON, PETE
WNAX, Yankton, S. D.
PETERSON, WALTER
KGGM, Albuquerque, N. M.
PETRIE, HOWARD
CBS — Blondie, Durante & Moore
PETTAY, FRAN
WHK, Cleveland, O.
PEYTON, STANLEY
WJW, Cleveland, O.
PHARR, BILL
KFDM, Beaumont, Tex.
PFEIFFER, BOB
WMT, Cedar Rapids, Ia.
PFEIFER, LEWIS
KFRC, San Francisco, Calif.
PHILLIPS, BOB
KFI, Los Angeles, Calif.
PHILLIPS, BRADLEY
WQXR, New York, N. Y.
PHILLIPS, DON
KXOK, St. Louis, Mo.
PHILLIPS, LEE
WCAE, Pittsburgh, Pa.
PHILLIPS, OREL
KDON, Monterey, Calif.
PIERSON, BILL
WHKK, Akron, O.
PIERSON, JOE
WFBM, Indianapolis, Ind.
PIRNIE, DUNCAN
WQXR, New York, N. Y.
PITTENGER, RICHARD M.
WFBM, Indianapolis, Ind.
PLUMMER, BILL
KDYL, Salt Lake City, Utah
POLLARD, JIM
WEEI, Boston, Mass.
POLLARD, ROBERT
KTAR, Phoenix, Ariz.
POSKA, AL
KFI, Los Angeles, Calif.
POSSON, BYRON
KFRC, San Francisco, Calif.
POUCHER, WAYNE
WCSC, Charleston, S. C.
POWELL, KEN
WOR, New York, N. Y.
POWER, THOMAS
WMUR, Manchester, N. H.
POWERS, RALPH
WFBR, Baltimore, Md.
PRESBY, ARCHIE
NBC—Smilin' Ed McConnell
PRENDERGAST, ED
WSBS, Pensacola, Fla.
PRICE, PAUL
WGL, Fort Wayne, Ind.
PROCESS, LOUIS
WSAU, Wausau, Wisc.
PROCTOR, HAL
WCAO, Baltimore, Md.
PROVENSEN, RICHARD
KFRE, Fresno, Calif.
PROVOST, ERIC
WSPB, Sarasota, Fla.
PRYOR, RICHARD
KTBC, Austin, Tex.
PUDNEY, EARLE
WGY, Schenectady, N. Y.
PULLIAM, JACK
WQAM, Miami, Fla.
PURCELL, CHARLES W.
WCAO, Baltimore, Md.
PYLE, HOWARD
KTAR, Phoenix, Ariz.

— Q —

QUADE, WARREN
WJHL, Johnson City, Tenn.
QUAVE, MORRIS
WDEF, Chattanooga, Tenn.
QUICK, BEN
WTOC, Savannah, Ga.
QUINN, MELVIN
WBAL, Baltimore, Md.
QUINN, JACK
WMRN, Marion, O.
QUINN, PAT
WPAG, Ann Arbor, Mich.
QUINN, ROBERT
WKBZ, Muskegon, Mich.
QUORTIN, ERWIN
WMVG, Milledgeville, Ga.

— R —

RABB, JACK
WKMO, Kokomo, Ind.
RADLEY, JIM
KWBW, Hutchinson, Kans.
RAGLE, GENE
WCOL, Columbus, O.
RAINEY, DON
WAPO, Chattanooga, Tenn.
RAMSEY, FORREST
WFTC, Kinston, N. C.
RANDOLPH, JOHN
WRAL, Raleigh, N. C.
RANEY, WALTER
WRC, Washington, D. C.
RASHALL, CHARLES
KFEL, Denver, Colo.
RAST, MALCOLM
WCOS, Columbia, S. C.
RAWLS, CHARLIE
WSLI, Jackson, Miss.

RAWSON, ROBERT
WIND, Chicago, Ill.
RAY, CURT
KWK, St. Louis, Mo.
RAYEL, JACK
NBC
RAYMOND, EARL
WGY, Schenectady, N. Y.
RECTOR, BRUCE
WAGE, Syracuse, N. Y.
REDDING, GORDON
WBEN, Buffalo, N. Y.
REDUS, JACK
KBTM, Jonesboro, Ark.
REED, GEORGE
KFSD, San Diego, Calif.
REED, LYLE
WAAT, Newark, N. J.
REED, PAUL
KFXJ, Grand Junction, Colo.
REICH, EDWARD
WOWO, Fort Wayne, Ind.
REID, RALPH
WNOX, Knoxville, Tenn.
REIG, HOWARD
WGY, Schenectady, N. Y.
REIMERS, ED
WBEN, Buffalo, N. Y.
REITER, FRED
WFLA, Tampa, Fla.
REYNOLDS, CARROLL
WSBT, South Bend, Ind.
REYNOLDS, CARTER
KRNT, Des Moines, Ia.
REYNOLD, GENE
KGKO, Ft. Worth, Tex.
RICAU, LIONEL
WSM, Nashville, Tenn.
RICE, ALFRED J.
WBIG, Greensboro, N. C.
RICE, CHARLES S.
WBAL, Baltimore, Md.
RICE, JARVIS
WGY, Schenectady, N. Y.
RICH, MIKE
WTRY, Troy, N. Y.
RICHARDS, FLOYD
WTIC, Hartford, Conn.
RICHBOURG, JOHN
WLAC, Nashville, Tenn.
RIDGE, JACK
WWDC, Washington, D. C.

RIGGS, GLENN

Announcer MC; b. McKeesport, Pa., Jul. 12, 1907; Juniata Coll.; My True Story (ABC); Hop Harrigan (MBS); Boston Blackie (ABC); Thin Man (CBS); Philco Hall of Fame (ABC).

RITTER, MAL, JR.
NBC
RISSLING, ROBERT
WBZ-WBZA, Boston, Mass.
ROBBINS, BILL
WCKY, Cincinnati, O.

ROBBINS, FRED

Announcer; b. Baltimore, Md., Sept. 28, 1918; Baltimore City Coll.; Univ. of Baltimore; LL Degree; Teentimers Club; 1280 Club.

ROBERTS, BRUCE
KMJ, Fresno, Calif.
ROBERTS, CHARLES
WGAR, Cleveland, O.
ROBERTS, CHARLES S.
WLAC, Nashville, Tenn.
ROBERTS, CLIFF
WTMJ, Milwaukee, Wisc.
ROBERTS, DON
WDAF, Kansas City, Mo.
ROBERTS, HOWDY
WMT, Cedar Rapids, Ia.
ROBERTS, JERRY
WAAT, Newark, N. J.
ROBERTS, JIM
WHBC, Canton, O.
ROBERTS, KEN
NBC—Philip Morris Presents Margaret Whiting with Jerry Gray's Orchestra
ROBERTS, PAUL K.
WFBM, Indianapolis, Ind.
ROBERTS, PETER
KYW, Philadelphia, Pa.
ROBERTS, STAN
WQXR, New York, N. Y.
ROBERTS, WAYNE
KGW, Portland, Ore.
ROBINETTE, MAX
WLAR, Athens, Tenn.
ROCHE, BILL
WFBR, Baltimore, Md.
ROCHESTER, M. M.
KGNC, Amarillo, Tex.
RODDA, WALTER
WKAT, Miami Beach, Fla.
RODDY, JAMES
WLLH, Lowell-Lawrence, Mass.
RODGERS, CLIFF
WHKK, Akron, O.
RODGERS, DAVE
WFBM, Indianapolis, Ind.
RODGERS, TOM
KYW, Philadelphia, Pa.
ROEDEL, JOHN
WISH, Indianapolis, Ind.
ROEN, LOUIS
WMAQ, Chicago, Ill.
ROGERS, BILL
CBS
ROLL, RICHARD
WTAM, Cleveland, O.
ROOT, HUGH
KOB, Albuquerque, N. M.
ROPPOLO, MICHAEL
KTSB, Shreveport, La.
ROSAMOND, ROBERT
WTBO, Cumberland, Md.
ROSE, JOHN
WHK, Cleveland, O.
ROSE, JOHN
WROL, Knoxville, Tenn.
ROSE, DONALD
WMAL, Washington, D. C.

ROSS, DAVID

MBS—Morton Downey Show NBC-CBS-ABC

ROSS, PAUL
KRLD, Dallas, Tex.
ROUSE, BOB
KWFT, Wichita Falls, Tex.
ROUSE, ROBERT
KGKO, Ft. Worth, Tex.
ROUSH, SIGEL A.
WHIO, Dayton, O.
ROVICK, JOHN
WSPD, Toledo, O.
ROWAN, ROY
CBS, Hollywood, Calif.
ROWE, RALPH W.
KMPC, Los Angeles, Calif.
ROWLAND, FRANKLIN
WWJ, Detroit, Mich.

ROY, MICHAEL

(Brant, Roy H.); Announcer, MC; b. Hanaford, N. Dak., Jul. 18, 1913; Univ. of N. Dak., Jamestown Coll., Univ. of Minn.; Allen Young; Abbott & Costello; Vaughn Monroe Show; Spotlight Bands; Take It From There; Secret of a Gourmet (Tele); Football (Tele).

RUBENDALL, EVERETT
WRAK, Williamsport, Pa.
RUBIN, BERNARD
WTBO, Cumberland, Md.
RUDDOCK, BILL
WRVA, Richmond, Va.
RUMORE, JOE
WAPI, Birmingham, Ala.
RUSSELL, EARL
KXOA, Sacramento, Calif.
RUSSELL, JACK
KXEL, Waterloo, Ia.
RUSSELL, JOE
WELO, Tupelo, Miss.
RUSSELL, TINY
WLAN, Lancaster, Pa.
RUSTICI, DON
WSTC, Stamford, Conn.
RUTH, JOHN
WARD, Johnstown, Pa.
RUTHERFORD, DAVID
KTHS, Hot Springs, Ark.
RUTLEDGE, CHARLES
WWVA, Wheeling, W. Va.
RUTLEDGE, WILLIAM
KTSB, Shreveport, La.
RYAN, JACK
WELI, New Haven, Conn.
RYAN, JOHNNY
KVOO, Tulsa, Okla.
RYAN, RUSSELL
WAAF, Chicago, Ill.
RYAN, TED
KGFJ, Hollywood, Calif.
RYDER, HUGH
WWSC, Glens Falls, N. Y.

— S —

SABIN, BOB
KDON, Monterey, Calif.
SACKET, HARRY
KUGN, Eugene, Ore.
SADLER, JOHN
WIRA, Fort Pierce, Fla.
SAGE, MICHAEL
WMCA, New York, N. Y.
SAGRAVES, HAROLD
WPAY, Portsmouth, O.
SALERNO, RICHARD G.
KGLU, Safford, Ariz.
SALISBURY, GRANT A.
KSAC, Manhattan, Kans.
SALTER, RUSS
WLS, Chicago, Ill.
SAMEK, PAUL
WDAE, Tampa, Fla.
SAMPSON, ALLEN
KFIZ, Fond du Lac, Wisc.
SAMS, RODNEY
KBIO, Burley, Idaho
SANDEFUR, WILLIAM
WBBB, Burlington, N. C.
SANDERS, BOB
WFOX, Milwaukee, Wisc.
SANDERS, ERNIE
WHO, Des Moines, Ia.
SANDERS, JACK
WSLI, Jackson, Miss.
SANDERS, JOHN
WLBH, Mattoon, Ill.
SANDERS, LEE
KLO, Ogden, Utah
SANDS, MICHAEL
WMBS, Uniontown, Pa.
SANFORD, TED
WGKV, Charleston, W. Va.
SATTERTHWAITE, DOYLE
WMFR, High Point, N. C.

SAUNDERS, AL
WCHA, Chambersburg, Pa.
SAUNDERS, BRUCE
WHOT, South Bend, Ind.
SAUNDERS, BRUCE
WKLX, Lexington, Ky.
SAUNDERS, CARL
KXLA, Pasadena, Calif.
SAUNDERS, CHUCK
WMLT, Dublin, Ga.
SAUNDERS, GIL
WHBY, Appleton, Wisc.
SAUNDERS, John
WTOD, Toledo, O.
SAUNDERS, LEE
KLO, Ogden, Utah
SAUNDERS, WARREN
WKXL, Concord, N. H.
SAUNDERS, WILLIAM
WTRY, Troy, N. Y.
SAURESSIG, BOB
KFOX, Long Beach, Calif.
SAVAGE, JOHN
WCAP, Asbury Park, N. J.
SAVINSKI, WALTER
WJMS, Ironwood, Mich.
SAXON, JIM
WCOA, Pensacola, Fla.
SAXON, JOE
WPAD, Paducah, Ky.
SAYLES, FRED
WAAT, Newark, N. J.
SAYRE, BUD
WFIN, Findlay, O.
SAYRE, MAX
KTRB, Modesto, Calif.
SCALA, EDDIE
WNBF, Binghamton, N. Y.
SCANLON, ART
WAAT, Newark, N. J.
SCARBOROUGH, LARRY
WMBR, Jacksonville, Fla.
SCHAEFFER, MARTIN E.
WSON, Henderson, Ky.
SCHARDT, HERB
KFUO, Clayton, Mo.
SCHAUGHENCY, EDWIN L.
KDKA, Pittsburgh, Pa.
SCHBELCA, LES
WORD, Spartanburg, S. C.
SCHENKEL, CHRIS
WKBV, Muncie, Ind.
SCHERER, JOSEPH
KCRT, Trinidad, Colo.
SCHILBE, PAT
WAZL, Hazleton, Pa.
SCHIRMER, E. CARLETON
KFEQ, St. Joseph, Mo.
SCHLEUTER, ED
WPAY, Portsmouth, O.
SCHLOEMAN, LILLIAN
KOAC, Corvallis, Ore.
SCHMITZ, HAROLD
WBAA, West Lafayette, Ind.
SCHNEIDER, RAY
WWSW, Pittsburgh, Pa.
SCHNEIDER, TED
WHN, New York, N. Y.
SCHOOCRAFT, BILL
WAPO, Chattanooga, Tenn.
SCHOOLEY, IVAN
KOA, Denver, Colo.
SCHOONOVER, JAMES
KEIO, Pocatello, Idaho
SCHOREGGE, CHUCK
KFYR, Bismarck, N. D.
SCHREFFLER, ROBERT
WHKC, Columbus, O.
SCHREINER, RAY
WBTM, Danville, Va.
SCHRIMPF, PAUL
KWOS, Jefferson City, Mo.
SCHROCK, ALLAN
KFJB, Marshalltown, Ia.
SCHULTZ, JOHN
WSAU, Wausau, Wisc.
SCHUSTER, PAUL
WKBB, Dubuque, Ia.
SCHWABB, ROBERT
WGGA, Gainesville, Ga.
SCHWARTZ, IRVING
KNOE, Monroe, La.
SCHWEIZER, J. L.
WJR, Detroit, Mich.
SCOFIELD, CARTER
WDBO, Orlando, Fla.
SCOTT, ARTHUR
WKXL, Concord, N. H.
SCOTT, BILL
WLAT, Conway, S. C.
SCOTT, BYRON
WTMV, East St. Louis, Ill.
SCOTT, DAVE
KQV, Pittsburgh, Pa.
SCOTT, DICK
WDAN, Danville, Ill.
SCOTT, EDWARD
KVVR, Seattle, Wash.
SCOTT, ELMER
WDLP, Panama City, Fla.
SCOTT, FRED
WKNA, Charleston, W. Va.
SCOTT, GEORGE
WGAC, Augusta, Ga.
SCOTT, JACK
KWG, Stockton, Calif.
SCOTT, JERRY
WNOX, Knoxville, Tenn.
SCOTT, JOHN
WOR, New York, N. Y.
SCOTT, ROBERT
WCAP, Asbury Park, N. J.
SCOTT, WILLARD
KMOX, St. Louis, Mo.
SCOVEL, LLOYD
KXOA, Sacramento, Calif.
SEA, TOM
KGBS, Harlingen, Tex.
SEAMAN, NEAL
WGBB, Freeport, N. Y.
SEARLES, TOM
KELO, Sioux Falls, S. D.
SEARS, JERRY
WATL, Atlanta, Ga.
SEASHOLTZ, PAUL
WFUN, Huntsville, Ala.
SEAVEY, CECIL
KOA, Denver, Colo.
SEBASTIAN, CHARLES
WLS, Chicago, Ill.
SEE, JACK
WPAR, Parkersburg, W. Va.
SEIFERD, CHARLES
KWTO, Springfield, Mo.
SELBY, LYLE
WINX, Washington, D. C.
SELDEN, GEORGE
WRBL, Columbus, Ga.
SELL, BILL
WFMD, Frederick, Md.
SELLARS, JACK
WNOX, Knoxville, Tenn.
SELLEY, ART
WAPO, Chattanooga, Tenn.
SELTZER, EVERETT
WONS, Hartford, Conn.
SEMPLE, DICK
KELO, Sioux Falls, S. D.
SERRELL, NED
KALL, Salt Lake City, Utah
SERWIN, JAY
WLAW, Lawrence, Mass.
SEVERE, HOWARD
WPIK, Alexandria, Va.
SEWALL, BUD
KFMB, San Diego, Calif.
SEYMOUR, BILL
WBBM, Chicago, Ill.
SHACKELFORD, ROBERT
KOH, Reno, Nev.
SHACKLETON, ROBERT
WKAR, East Lansing, Mich.
SHADDOX, LEON
KHOZ, Harrison, Ark.
SHADWELL, CLAIR
WIS, Columbia, S. C.
SHAFFER, MAX
WDAN, Danville, Ill.
SHANAHAN, TOM
WEMP, Milwaukee, Wisc.
SHAND, JOHN V.
WMBG, Richmond, Va.
SHANNER, E. H.
KOCY, Oklahoma City, Okla.
SHANNON, PAUL
WJOI, Florence, Ala.
SHANNON, PAUL V.
KDKA, Pittsburgh, Pa.
SHAPARD, BILL
WFAA, Dallas, Tex.
SHAPLEIGH, GEORGE S.
KGKO, Ft. Worth, Tex.

SHARBUTT, DEL
(Sharbutt Delbert E.); Announcer, MC; b. Cleburne, Tex., Feb. 16, 1912; Texas Christian Univ.; Jack Carson Show; Request Performance; Corliss Archer.

SHARLAND, EARL
WHDL, Olean, N. Y.
SHARP, VERNON
KVFB, Fort Dodge, Ia.
SHARPE, BILL
KWFT, Wichita Falls, Tex.
SHARPE, ED
WNEX, Macon, Ga.
SHARPE, RAY
KPOF, Denver, Colo.
SHAVE, WAYNE
KVOS, Bellingham, Wash.
SHAVOR, FRED
WOLF, Syracuse, N. Y.
SHAW, CHARLES
WOLF, Syracuse, N. Y.
SHAW, EDDIE
WFLA, Tampa, Fla.
SHAW, GIL
WMBG, Richmond, Va.
SHAW, GORDON
WMAL, Washington, D. C.
SHAW, JOSEPH
WAGC, Chattanooga, Tenn.
SHAW, STAN
ABC
SHEARER, DONN
KUIN, Grants Pass, Ore.
SHEEHAN, WILLIAM
WDRC, Hartford, Conn.
SHEELER, MARK
WHIT, New Bern, N. C.
SHEELER, MARK
WINC, Winchester, Va.
SHELDON, HERB
NBC—Honeymoon in N. Y.; Maggi's Private Wire; Eileen Barton Show; Fred Waring Show
SHELDON, HOWARD
WBNY, Buffalo, N. Y.
SHELDON, JACK
WKRC, Cincinnati, O.
SHELDON, WALT
KOAT, Albuquerque, N. Mex.
SHELLEY, ROBERT
WLOK, Lima, O.

SHELLEY, WILSON
KRLD, Dallas, Tex.
SHELTON, JIM
WIBC, Indianapolis Ind.
SHEPARD DICK
WQXR, New York, N. Y.
SHEPHERD, JEAN
WTOD, Toledo, O.
SHEPPARD, DAVIS
WDAR, Savannah, Ga.
SHEPPARD, ED
WTAR, Norfolk, Va.
SHERIDAN, JACK
KFJB, Marshalltown, Ia.
SHERMAN, BARRY
WRVA, Richmond, Va.
SHERMAN, BILL
WAAT, Newark, N. J.
SHERMAN, BILL
WPAR, Parkersburg, W. Va.
SHERMAN, CLAIRE
WSAJ, Grove City, Pa.
SHERMAN, RAY
KFNF, Shenandoah, Ia.
SHERMAN, WINTHROP
WOL, Washington D. C.
SHERRY, BOB
NBC
SHERWOOD, DON
WMRN, Marion, O.
SHIMP, BURT
WSAZ, Huntington, W. Va.
SHIPLEY, GENE
WIBW, Topeka, Kans.
SHIRK, BEAULAH
KCHS, Hot Springs, N. M.
SHIRK, REGINALD
KCHS, Hot Springs, N. M.
SHIEVER, JACK L.
WMGA, Moultrie, Ga.
SHOECRAFT, WILLARD
KWJB, Globe, Ariz.
SHOEMAKER, RALPH D.
WBAB, Atlantic City, N. J.
SHORT, FRANK
WFUN, Huntsville, Ala.
SHORT, JOSEPH
WHCU, Ithaca, N. Y.
SHORT, ROBERT
WHCU, Ithaca, N. Y.
SHREVE, ROBERT
WOWO, Fort Wayne, Ind.
SHREVE, THERON W.
KSTT, Davenport, Ia.
SHUE, PAUL
WTON, Staunton, Va.
SHUMWAY, JAMES
WTSP, St. Petersburg, Fla.
SHUMWAY, HI
WJOB, Hammond, Ind.
SHUTE, ELDEN H., JR.
WTVL, Waterville, Me.
SHUTTS, WILLIAM F.
KDFN, Casper, Wyo.
SHYERS, RICHARD
KCVR, Lodi, Calif.
SIEVERS, ROBERT
WOWO, Fort Wayne, Ind.
SILMAN, JIMMY
KFYO, Lubbock, Tex.
SIMMONS, DICK
WHDL, Olean, N. Y.
SIMMONS, JAMES
KWKH, Shreveport, La.
SIMMONS, MARSHALL
WIOD, Miami, Fla.
SIMON, ERNIE
WITH, Baltimore, Md.
SIMPSON, JOHN
NBC
SIMPSON, CARY
WHUN, Huntingdon, Pa.
SIMPSON, CHUCK
WCSC, Charleston, S. C.
SIMS, JAY
NBC—Ask Me Another
SIMS, SAM
WFBM, Indianapolis, Ind.
SINCLAIR, DICK
KUTA, Salt Lake City, Utah
SINCLAIR, HAROLD
WEXL, Royal Oak, Mich.
SINGER, LAN
WLEE, Richmond, Va.
SINGER, SHEL
KTRI, Sioux City, Ia.
SINGLETON, AL
KHBG, Okmulgee, Okla.
SIPES, LEON
KELD, El Dorado, Ark.
SITRICK, JOE
WHBF, Rock Island, Ill.
SISSON, FRANKLIN
WKLA, Ludington, Mich.
SJOBERG, RAY
WFEA, Manchester, N. H.
SKARSTEDT, VANCE
KLX, Oakland, Calif.
SKELTON, JOHN R.
KLOK, San Jose, Calif.
SKETCHLEY, R. G.
WCHV, Charlottesville, Va.
SKILTON, DAN
WISE, Asheville, N. C.
SKINNER, GEORGE
WLW, Cincinnati, O.
SKINNER, PAUL
WTMJ, Milwaukee, Wis.
SKOGSBERGH, EASTON
KOMO, Seattle, Wash.
SLACK, EDWARD J.
KUSD, Vermillion, S. D.
SLADE, DICK
WBBM, Chicago, Ill.
SLAGLE, JOHN
ABC—Quizdom Class
SLAPPEY, SIDNEY W.
KFMB, San Diego, Calif.
SLATE, CHARLES H.
WBIG, Greensboro, N. C.
SLATER, BILL
NBC—The Dunninger Show
SLATER, NORVELL
KGKO, Ft. Worth, Tex.
SLATER, NORVELL
WFAA, Dallas, Tex.
SLATTER, BILL
WMIS, Natchez, Miss.
SLATTERY, BART
WIL, St. Louis, Mo.
SLATTERY, JACK
CBS—House Party
SLATTON, JOHN L.
WFNC, Fayetteville, N. C.
SMALL, MARSHALL
KUTA, Salt Lake City, Utah
SMALLWOOD, JAMES G.
WKBZ, Muskegon, Mich.
SMITH, ART
WLLH, Lowell-Lawrence, Mass.
SMITH, ARTHUR W.
WNEB, Worcester, Mass.
SMITH, BRUCE
WMJM, Cordele, Ga.
SMITH, BUD
KVSO, Ardmore, Okla.
SMITH, BURLEIGH
KGFJ, Hollywood, Calif.
SMITH, BURRELL
WGY, Schenectady, N. Y.
SMITH, CAL
KROC, Rochester, Minn.
SMITH, CLAYTON
WAGM, Presque Isle, Me.
SMITH, COURTNEY
KQV, Pittsburgh, Pa.
SMITH, C. V.
WGBG, Greensboro, N. C.
SMITH, DALE
KOMO, Seattle, Wash.
SMITH, DAVE
KTBC, Austin, Tex.
SMITH, DAVE
WSTC, Stamford, Conn.
SMITH, DERWOOD
KWIL, Albany, Ore.
SMITH, EDWARD
WOSH, Oshkosh, Wisc.
SMITH, FRANCIS
KODL, The Dalles, Ore.
SMITH, FRANK BAIRD
WLBC, Muncie, Ind.
SMITH, FRED
WOWO, Fort Wayne, Ind.
SMITH, HAROLD
WPIC, Sharon, Pa.
SMITH, HARRY
KANS, Wichita, Kans.
SMITH, HERMAN
WIBV, Belleville, Illl.
SMITH, HUBERT
KFFA, Helena, Ark.
SMITH, J. EDWIN
KGKB, Tyler, Tex.
SMITH, VERNE
NBC—Dennis Day, Judy Canova
CBS — The Adventures of Ozzie & Harriet
SMITH, LEE
WACE, Chicopee, Mass.
SMITH, LEE
WMAS, Springfield, Mass.
SMITH, MAX
KFJB, Marshalltown, Ia.
SMITH, PAUL
WSIX, Nashville, Tenn.
SMITH, REED
WSUA, Bloomington, Ind.
SMITH, ROBERT
WCOL, Columbus, O.
SMITH, ROBERT
WSBT, South Bend, Ind.
SMITH, ROLLIN C.
WNEB, Worcester, Mass.
SMITH, STAN
WLIB, New York, N. Y.
SMITH, WHEELER M.
KOL, Seattle, Wash.
SMITH, WILLIAM
KFOX, Long Beach, Calif.
SMITH, WINFRED
WWVA, Wheeling, W. Va.
SMOOT, WALTER
WMMN, Fairmont, W. Va.
SMYTH, BLEWETT
KTSA, San Antonio, Tex.
SMYTH, NEWTON S.
WCRS, Greenwood, S. C.
SNELLGROVE, CARL
WDLP, Panama City, Fla.
SNELLGROVE, TOMMY
WBML, Macon, Ga.
SNOW, BOB
WMMJ, Peoria, Ill.
SNOW, GILBERT
WCHS, Portland, Me.
SNOW, ROBERT
WSIV, Pekin, Ill.
SNOWDEN, CHARLIE
WAJR, Morgantown, W. Va.
SNOWDEN, WILLIAM A.
WTAL, Tallahassee, Fla.
SNYDER, J. M.
WFBG, Altoona, Pa.
SNYDER, JOE
WKBH, La Crosse, Wisc.
SOARES, EUGENE
WSPD, Toledo, O.

SODEN, JAMES
WWSC, Glens Falls, N. Y.
SOET, PENNY
WICA, Ashtabula, O.
SOLO, DAN
KOLO, Reno, Nev.
SORRELL, WM.
WKAR, East Lansing, Mich.
SOWINSKI, JAMES
WIRA, Fort Pierce, Fla.
SPANGLER, ELDEN
WHUM, Reading, Pa.
SPARKS, CHARLES M.
WCRS, Greenwood, S. C.
SPARKS, GORDON
WEXL, Royal Oak, Mich.
SPARROW, JOHN W.
WCAT, Rapid City, S. D.
SPAULDING, RICHARD B.
WHLD, Niagara Falls, N. Y.
SPAVENTO, CARL
WBNY, Buffalo, N. Y.
SPEARS, CHARLIE
WORD, Spartanburg, S. C.
SPEIDEL, LIONEL D.
KWOC, Poplar Bluff, Mo.
SPENCER, MILTON
WFLA, Tampa, Fla.
SPENGLER, HAROLD C.
WCRS, Greenwood, S. C.
SPENGLER, K. E.
WCVS, Springfield, Ill.
SPIEGLE, STAN
KXRO, Aberdeen, Wash.
SPINA, JOE
WSAZ, Huntington, W. Va.
SPRAGUE, W. B., JR.
KAND, Corsicana, Tex.
SPRY, EUGENE
WTAX, Springfield, Ill.
SQUIRES, ALONZO G.
WAYS, Charlotte, N. C.
STAHL, PHILIP
WQXR, New York, N. Y.
STALLARD, DAL
KCMO, Kansas City, Mo.
STAMPER, GILBERT
WAIR, Winston-Salem, N. C.
STAMPER, WARREN
WIL, St. Louis, Mo.
STANFORD, BOB
WFAA, Dallas, Tex.
STAMPER, BILL
WDEF, Chattanooga, Tenn.
STANBAUGH, HENRY
WAGA, Atlanta, Ga.
STANLEY, BILL
KNOE, Monroe, La.
STANLEY, BOB
KFOX, Long Beach, Calif.
STANLEY, ROBERT
KVEC, San Luis Obispo, Calif.
STANLEY, WINN
WOOD, Grand Rapids, Mich.
STANTON, FRED
KUJ, Walla Walla, Wash.
STANTON, PAT
WDAS, Philadelphia, Pa.
STANTON, PETER
WJPA, Washington, Pa.
STANTON, WELCOME
WCPS, Tarboro, N. C.
STAPLETON, BERNARD
WSYR, Syracuse, N. Y.
STAPLETON, W. A.
KFPW, Fort Smith, Ark.
STARBUCK, BERYL
WMT, Cedar Rapids, Ia.

STARK, CHARLES R.

Radio announcer; b. Reading, Pa., Sept. 11 1912; Bob Hawk Radio Show; Can You Top This; When A Girl Marries; CBS News; Vanderventer WOR News; Town Meeting Of The Air.

STARK, HAL
WSIV, Pekin, Ill.
STARK, LESLIE
KVOD, Denver, Colo.

STARK, RICHARD S.

Announcer, writer, producer; b. Grand Rapids, Mich., Nov. 11, 1911; Cornell Univ., B.A. Degree; Jean Sablon; Pepper Young's Family; Joyce Jordan, MD; Portia Faces Life; Hour of Charm; Frank Sinatra.

STARLING, DAVE
KFI, Los Angeles, Calif.
STARNES, JACK
WHKY, Hickory, N. C.
STARR, ED
WBIR, Knoxville, Tenn.
STARR, HAROLD
KXL, Portland, Ore.
STARR, LONNY
WFBR, Baltimore, Md.
STEADMAN, BILL
WCOV, Montgomery, Ala.
STEADMAN, BILL
WGWC, Selma, Ala.
STEARNS, TED
WKNE, Keene, N. H.
STEELE, BOB
WIBV, Belleville, Ill.
STEELE, BOB
WTIC, Hartford, Conn.
STEELE, LOU
WWNR, Beckley, W. Va.
STEFFENS, BEN
KOLO, Reno, Nev.
STEFFES, ART JR.
KWNO, Winona, Minn.
STEIS, BILL
WJBO, Baton Rouge, La.
STELL, BILL
WRNL, Richmond, Va.
STEPHENS, HAROLD
WMBG, Richmond, Va.
STEPHENS, STEVE
KVOE, Santa Ana, Calif.
STEPHENSON, BOB
KTHT, Houston, Tex.

STERLING, LEN

CBS—FBI in Peace and War
ABC—Pot o' Gold
WOR—Fred Vandeventer News
ABC — Sammy Kaye's Sunday Serenade

STERN, DICK
WKAT, Miami Beach, Fla.
STERRETT, ROBERT
WTON, Staunton, Va.
STEUBER, DAN
KPDN, Pampa, Tex.
STEVENS, ALBERT
WHUM, Reading, Pa.
STEVENS, ALSTON
WITH, Baltimore, Md.
STEVENS, DICK
KYSM, Mankato, Minn.
STEVENS, DONALD
WMUR, Manchester, N. H.
STEVENS, DON L.
WQUA, Moline, Ill.
STEVENS, ED
WARL, Arlington, Va.
STEVENS, FRANK
KPAB, Laredo, Tex.
STEVENS, GEORGE
KNOW, Austin, Tex.
STEVENS, LEN
WNLC, New London, Conn.
STEVENS, RALPH
WTMA, Charleston, S. C.
STEVENS, RICHARD
WCAL, Northfield, Minn.
STEVENSON, HERMAN
KWG, Stockton, Calif.
STEVENSON, PAUL
KROD, El Paso, Tex.
STEWART, ALAN
WTEL, Philadelphia, Pa.
STEWART, BOB
WBRY, Waterbury, Conn.
STEWART, DEANE
KQW, San Jose, Calif.
STEWART, DICK
WONS, Hartford, Conn.

STEWART, JAY

NBC — Truth or Consequences; What's Doin' Ladies?

STEWART, LEE
KMBC, Kansas City, Mo.
STEWART, PAUL
KFWB, Hollywood, Calif.
STEWART, RICHARD
WARD, Johnstown, Pa.
STEWART, RUSS
KFI, Los Angeles, Calif.
STEWART, TOM
WSM, Nashville, Tenn.
STEWART, WILLIAM V.
WCCO, Minneapolis, Minn.
STONE, VIRGIL E.
KGKB, Tyler, Tex.
STILLE, BERT
WHKC, Columbus, O.
STILLER, HERB
KLX, Oakland, Calif.
STOKEY, MICHAEL
ABC
ST. GEORGE, DORIAN
ABC
STITT, WAYNE
KCKN, Kansas City, Mo.
STOCKDALE, BOB
WAGE, Syracuse, N. Y.
STOLLER, STAN
WWDC, Washington, D. C.
STONE, CHARLES
KMPC, Los Angeles, Calif.
STONE, ERNEST
WMCA, New York, N. Y.
STONE, GEORGE
WMAQ, Chicago, Ill.
STONER, PETE
WTIC, Hartford, Conn.
STONER, ROBERT
WKOK, Sunbury, Pa.
STORY, BOB
WSAP, Portsmouth, Va.
STORZ, TODD
KWBW, Hutchinson, Kans.
STOUT, ALLEN
WROL, Knoxville, Tenn.
STOWERS, FRANK
WHIS, Bluefield, W. Va.
STOWERS, JAMES JR.
WFEB, Sylacauga, Ala.
STRATTON, ALAN
WAAT, Newark, N. J.
STRATTON, CHARLES
WHOP, Hopkinsville, Ky.
STRATTON, HERB
KTKC, Visalia, Calif.
STRAUSS, WILLIAM
WQXR, New York, N. Y.
STRINGFELLOW, DOUG
KLO, Ogden, Utah
STROH, SAM
WHUN, Huntingdon, Pa.
STROMWALL, HAL
WLOL, Minneapolis, Minn.
STRONG, ALAN
WNEW, New York, N. Y.
STROPE, ARNOLD
WFHR, Wisconsin Rapids, Wis.
STROSHINE, ROBERT A.
WSPR, Springfield, Mass.

STROTHMAN, BILL
KGVO, Missoula, Mont.
STUART, ALLEN
WMCA, New York, N. Y.
STUART, CHET
KFJI, Klamath Falls, Ore.
STUART, STREETER
WBZ-WBZA, Boston, Mass.
STUBBLEFIELD, BILL
WACO, Waco, Tex.
STUDNEY, ED
WOL, Washington, D. C.
STUHLMAN, FRANK
WTIC, Hartford, Conn.
STULLA, WM.
KFI, Los Angeles, Calif.
STURGIS, NORMAN
KGKL, San Angelo, Tex.
STUTES, MARION
WKZO, Kalamazoo, Mich.
STUTZ, CARL
WLEE, Richmond, Va.
STUTZ, ELWOOD
WIBG, Philadelphia, Pa.
SUGAR, DICK
WEVD, New York, N. Y.
SULLIVAN, CHARLES
WMC, Memphis, Tenn.
SULLIVAN, THOMAS J.
WEPM, Martinsburg, W. Va.
SUMMERS, JOE
KVOD, Denver, Colo.
SUNDY, RAY
KRBC, Abilene, Tex.
SUTHERLAND, SAM
WISN, Milwaukee, Wis.
SUTHERLAND, WILBUR
KDKA, Pittsburgh, Pa.
SVEHLA, WALT
WQAM, Miami, Fla.
SWAN, ROBERT
ABC
SWANSON, DICK
WOPI, Bristol, Tenn.
SWANSON, JOEL
KPAC, Port Arthur, Tex.
SWECKER, LEROY
KBMY, Billings, Mont.
SWEENEY, B. J.
WHKC, Columbus, O.
SWEITZER, JIM
WAUX, Waukesha, Wisc.
SWIFT, HARRY
WSOY, Decatur, Ill.
SWIHART, WALT
WING, Dayton, O.
SWINEFORD, JACK
ABC
SWISS, DAN J.
WRRN, Warren, O.
SWOPE, RALPH
WDJB, Roanoke, Va.
SYKES, MAL
KFBK, Sacramento, Calif.
SZYMCZAK, ANTHONY
WRJN, Racine, Wisc.

— T —

TACKER, ARTHUR
WKNE, Keene, N. H.
TACY, ED
WFIG, Sumter, S. C.
TAGUE, VINCENT
WSLB, Ogdensburg, N. Y.
TAIT, ED
KROP, Brawley, Calif.
TAKLES, LOWELL
WJHO, Opelika, Ala.
TALBERT, JOHNNY
WLOE, Leaksville, N. C.
TALBOT, BILL
KOIL, Omaha, Nebr.
TALCOTT, MIQUE
KRSC, Seattle, Wash.
TALL, MARTIN
KROW, Oakland, Calif.
TAPLIN, PRESTON
WHCU, Ithaca, N. Y.
TATE, ART
WAML, Laurel, Miss.
TAYLER, PHIL
WELO, Tupelo, Miss.
TAYLOR, AL
WCAU, Philadelphia, Pa.
TAYLOR, DAVID MANN
WEAU, Eau Claire, Wisc.
TAYLOR, DON
WHEB, Portsmouth, N. H.
TAYLOR, FRANK P.
WSTV, Steubenville, O.
TAYLOR, FRED
KTRI, Sioux City, Ia.
TAYLOR, GENE
WHIT, New Bern, N. C.
TAYLOR, GLENN
WTOP, Washington, D. C.
TAYLOR, JACK
WGKV, Charleston, W. Va.
TAYLOR, OWEN A.
WRON, Ronceverte, W. Va.
TAYLOR, PAT
WMFR, High Point, N. C.
TAYLOR, PAUL
KDB, Santa Barbara, Calif.
TAYLOR, PAUL
WKAT, Miami Beach, Fla.
TAYLOR, TOM
WICA, Ashtabula, O.
TAYLOR, W. H.
WGBG, Greensboro, N. C.
TAYLOR, WILL
WSBA, York, Pa.
TAZELAAR, DAVID
WKZO, Kalamazoo, Mich.
TEAR, SIDNEY
WCYB, Bristol, Tenn.
TEAR, SIDNEY
WISE, Asheville, N. C.
TEAS, WALTER
KVOO, Tulsa, Okla.
TELLIER, FREDERIC
WWON, Woonsocket, R. I.
TENPENNY, RAY
WMAQ, Chicago, Ill.
TERRELL, JAMES T.
KARK, Little Rock, Ark.
TERRY, BOB
WTMV, East St. Louis, Ill.
TERRY, CHEM
KGKO, Ft. Worth, Tex.
TESCH, JOHN
WBEN, Buffalo, N. Y.
TESKA, NORMAN
KFEL, Denver, Colo.
THERINGER, GEORGE
WBT, Charlotte, N. C.
THIBEAULT, JOE
WEAN, Providence, R. I.
THOMAS, BOB
WCNC, Elizabeth City, N. C.
THOMAS, EARL
WWSC, Glens Falls, N. Y.
THOMAS, FRANK
WBUY, Lexington, N. C.
THOMAS, FRANK
KFBC, Cheyenne, Wyo.
THOMAS, FRAZIER
WLW, Cincinnati, O.
THOMAS, GARY
KVMV, Twin Falls, Idaho
THOMAS, GEORGE
WCAU, Philadelphia, Pa.
THOMAS, GEORGE
WGH, Newport News, Va.
THOMAS, GLENN
WJEJ, Hagerstown, Md.
THOMAS, GORDON
WTMJ, Milwaukee, Wisc.
THOMAS, HAROLD
KOMO, Seattle, Wash.
THOMAS, JOHN
WDLP, Panama City, Fla.
THOMAS, KENNETH
WLOE, Leaksville, N. C.
THOMAS, KENNETH
WLOK, Lima, O.
THOMAS, LLOYD
KHAS, Hastings, Neb.
THOMAS, MIKE
WPIC, Sharon, Pa.
THOMAS, PETE
WMC, Memphis, Tenn.
THOMAS, WM.
KEOW, Ellensburg, Wash.
THOMLINSON, ROBERT E.
KGW, Portland, Ore.
THOMPSON, CHUCK
WIBG, Philadelphia, Pa.
THOMPSON, ELWOOD S.
WSPA, Spartanburg, S. C.
THOMPSON, GAIL
WBRW, Welch, W. Va.
THOMPSON, GEORGE
WELI, New Haven, Conn.
THOMPSON, HAL
WFAA, Dallas, Tex.
THOMPSON, JIMMY
KQW, Pittsburgh, Pa.
THOMPSON, MARK
WMBR, Jacksonville, Fla.
THOMPSON, RAY
KROC, Rochester, Minn.
THOMPSON, ROY F.
WFBG, Altoona, Pa.
THOMPSON, TED
KHUB, Watsonville, Calif.
THORNE, RICHARD
KALL, Salt Lake City, Utah
THORNTON, CLARKE
KFOR, Lincoln, Nebr.
THORTON, HARRY
WAGC, Chattanooga, Tenn.
TICE, OLIN
CBS
TILLMAN, JOHN
CBS
TINCHER, THOMAS V.
WRON, Ronceverte, W. Va.
TINGLEY, IRVING
KWNO, Winona, Minn.
TOBIN, JOE
WINS, New York, N. Y.
TOBY, MARK
WEVD, New York, N. Y.
TODD, JIM
KVOO, Tulsa, Okla.
TOLBOE, KENT
KOVO, Provo, Utah
TOMAINE, PAUL
WNYC, New York, N. Y.
TOMICH, MATHEW
WBAL, Baltimore, Md.
TOMLIN, W. O.
KPOF, Denver, Colo.
TOMLINSON, GEORGE
WCED, Dubois, Pa.
TONKEN, PHIL
WOR, New York, N. Y.
TOOTHMAN, NOLAN
WBLK, Clarksburg, W. Va.
TOPINKA, R. A.
WSAU, Wausau, Wisc.
TORBERT, JOHN
KONO, San Antonio, Tex.
TORLAND, TOR
KOA, Denver, Colo.
TRAILER, WILLIAM
WCHS, Charleston, W. Va.
TRAINER, KEMPER S.
KCHS, Hot Springs, N. Mex.
TRAINER, LEONARD R.
KCHS, Hot Springs, N. Mex

TRAVIS, JIM
WCNT, Centralia, Ill.
TREASTOR, LYMAN
KTKC, Visalia, Calif.
TRELOAR, DONALD C.
KGEZ, Kalispell, Mont.
TRIBLEY, MARION
WGTC, Greenville, N. C.
TRIGG, JACK
KCMC, Texarkana, Tex.
TRIMBLE, ADRIAN
WJBO, Baton Rouge, La.
TRIMBLE, JOHN
KFYO, Lubbock, Tex.
TRIPLETT, ED
KRLC, Lewiston, Idaho
TRIPPE, JAMES
WFUN, Huntsville, Ala.
TROJAK, EMIL
KCRT, Trinidad, Colo.
TROUT, STAN
WMBR, Jacksonville, Fla.
TRUERE, BOB
WCSC, Charleston, S. C.
TSCHUMY, GEORGE JR.
KKIN, Visalia, Calif.
TUCHOLKA, ED
WEBR, Buffalo, N. Y.
TUCKER, DICK
WEIM, Fitchburg, Mass.
TUCKER, TED
KTTS, Springfield, Mo.
TUELL, GORDON
KIRO, Seattle, Wash.
TUNIS, HAL
WAAT, Newark, N. J.
TUNNELL, JERRY
KFEL, Denver, Colo.
TUPPER, HOWARD
WGY, Schenectady, N. Y.
TUPPER, LAMONT
WCED, Dubois, Pa.
TUPPER, RALPH
WKBR, Manchester, N. H.
TURNER, AL
KVOP, Plainview, Tex.
TURNER, DON
KROS, Clinton, Ia.
TURNER, GRANT
WSM, Nashville, Tenn.
TURNER, HARRY
KGHL, Billings, Mont.
TURNER, HOWARD
WBT, Charlotte, N. C.
TURNER, HUGH
KGO, San Francisco, Calif.
TURNER, RALPH S.
KMPC, Los Angeles, Calif.
TURNER, WALTER
WWVA, Wheeling, W. Va.
TUTT, BOB
KXOA, Sacramento, Calif.
TUTTLE, ROGER, JR.
NBC
TYLER, WAYNE
WLVA, Lynchburg, Va.
TYROL, BOB
WTIC, Hartford, Conn.
TYSON, DAVE
WWSW, Pittsburgh, Pa.

— U —

ULMER, ROCH
KSTP, St. Paul-Minneapolis, Minn.
UNDERHILL, GUY C.
KIUP, Durango, Colo.
UNDERWOOD, CHARLES
WMBS, Uniontown, Pa.
UPCHURCH, GEORGE
WDAR, Savannah, Ga.
UPSON, DAVID
WKRC, Cincinnati, O.
URBAN, DONALD
WCLO, Janesville, Wisc.
UZZLE, BOOTH
WRNL, Richmond, Va.

— V —

VAILE, DAVE
Columbia Pacific—Fact Finder
VAILE, ROLAND
KCMJ, Palm Springs, Calif.
VALENTA, LEONARD
WPEN, Phila., Pa.
VALENTINE, DAN
WRUF, Gainesville, Fla.
VALENTINE, JIMMY
KSTP, St. Paul-Minneapolis, Minn.
VALLE, DAN
WFAS, White Plains, N. Y.
VALLIN, JEAN
WATR, Waterbury, Conn.
VAN ALSTYNE, ANSON
WKBZ, Muskegon, Mich.
VANCE, JOHN
WGAC, Augusta, Ga.
VANDERHADEN, ROBERT
WATN, Watertown, N. Y.
VANDERHOOF, BRUCE
KVMV, Twin Falls, Idaho
VANDEVENTER, BOB
KVOO, Tulsa, Okla.
VanHOFEN, FRED
KEVR, Seattle, Wash.
VAN HORN, ARTHUR
WOR, New York, N. Y.
VAN KLEED, BOB
WOLF, Syracuse, N. Y.
VANN, FRANK
WTAR, Norfolk, Va.
VANNERSTROM, ORIS
KVOS, Bellingham, Wash.
VAN PARKS, JAMES
KTRB, Modesto, Calif.
VANRIB, STANLEY
WFVL, Hollywood, Calif.
VAN SABT, JOHN T.
WSAN, Allentown, Pa.
VAN SCLYKE, HARRY
KGBS, Harlingen, Tex.
VARE, ALBERT
WAOV, Vincennes, Ind.
VARNER, HARRY
WISE, Asheville, N. C.
VASSEY, TOM
WMLT, Dublin, Ga.
VAUGHN, ART
WAGM, Presque Isle, Me.
VAUGH, HAYWOOD
KVSO, Ardmore, Okla.
VENELL, BILL
WHO, Des Moines, Ia.
VENRICK, GLENN
KGFL, Roswell, N. Mex.
VENSKE, LEONARD
KFAM, St. Cloud, Minn.
VERGES, MIKE
WDSU, New Orleans, La.
VERNASCO, TED
WHOT, South Bend, Ind.
VEST, DON
WGAC, Augusta, Ga.
VESTRO, AL
WWCO, Waterbury, Conn.
VICKERS, LEE
WTOP, Washington, D. C.
VIEHMAN, ED
WCCO, Minneapolis, Minn.
VIKTER, IRVIN
WJJD, Chicago, Ill.
VINCENT, PAT
WBTA, Batavia, N. Y.
VINES, LEE
CBS
VINES, LEE
KOL, Seattle, Wash.
VINSON, AL
KPAC, Port Arthur, Tex.
VINSON, JIMMIE
WRBL, Columbus, Ga.
VOGELMAN, ROY
WHA, Madison, Wisc.
VOGL, RICHARD
WOI, Ames, Ia.
VOLHEYE, JACK
KWKW, Pasadena, Calif.
VOLZ, THEODORE
KPOF, Denver, Colo.
VON ZELL, HARRY
NBC—Eddie Cantor
NBC—Joan Davis
CBS—Dinah Shore
VREDEVELD, AL J.
WKBZ, Muskegon, Mich.
VRZAL, BOB
WJAG, Norfolk, Nebr.

— W —

WACKER, PHILLIP
KGA, Spokane, Wash.
WADE, JESS
KTTS, Springfield, Mo.
WADE, OSBORNE C.
WKNE, Keene, N. H.
WADE, VIRGINIA
WCED, Dubois, Pa.
WAGES, JACK
KOY, Phoenix, Ariz.
WAGNER, BILL
WROL, Knoxville, Tenn.
WAGNER, BOB
WBNS, Columbus, O.
WAGNER, MURRAY
Columbia Pacific — Bob Garred's News
WALDEN, HENRY
WNEW, New York, N. Y.
WALKER, BOB H.
WACO, Waco, Tex.
WALKER, DEAN
WLBC, Muncie, Ind.
WALKER, MERRILL
WKAR, East Lansing, Mich.
WALKER, PELON
KTEM, Temple, Tex.
WALKER, RODNEY
WBRW, Welch, W. Va.
WALL, RICHARD J.
KSTT, Davenport, Ia.
WALLACE, AL
WDNC, Durham, N. C.
WALLACE, NEAL
KFBC, Cheyenne, Wyo.
WALLACE, ROBERT
WSNY, Schenectady, N. Y.
WALLER, EDMUND
WATR, Waterbury, Conn.
WALLER, MAURIE
WDAY, Fargo, N. D.
WALLINGTON, JIMMY
NBC — Duffy's Tavern, Alan Young
WALLS, ECKLES
WCPS, Tarboro, N. C.
WALROD, TRUMAN
KVSF, Santa Fe, N. Mex.
WALSTRUM, HARRY
ABC
WALTERS, GENE
WATL, Atlanta, Ga.
WALTERS, JACK
WMBR, Jacksonville, Fla.
WALTERS, JOE
Columbia Pacific — Harry W. Flannery—News
WALTERS, LEON
ABC
WALTERS, STANLEY
WAML, Laurel, Miss.
WALTMAN, LaVELL
WAVE, Louisville, Ky.
WALTMON, MAL
KIT, Yakima, Wash.

WALTON, HUGH
WCAU, Philadelphia, Pa.
WALTON, JIMMIE
WHAS, Louisville, Ky.
WALTON, RAY
WIBG, Philadelphia, Pa.
WANN, PAUL
WCCO, Minneapolis, Minn.
WARD, DONALD
ABC
WARD, ERNEST M.
WKNY, Kingston, N. Y.
WARD, GEORGE
WNYC, New York, N. Y.
WARD, MILTON
WNLC, New London, Conn.
WARD, WALTER
KASA, Elk City, Okla.
WARD, WILLIAM
WNCA, Asheville, N. C.
WARD, WILLIAM H.
WPAX, Thomasville, Ga.
WARDLE, DENNIS
KOVO, Provo, Utah
WARMUTH, ED
KWRC, Pendleton, Ore.
WARNER, AL
KLAC, Los Angeles, Calif.
WARNER, CARL
WJJD, Chicago, Ill.
WARNER, WILLIAM
WCCP, Savannah, Ga.
WARREN, BAILEY
KGB, San Diego, Calif.
WARREN, BILL
WITH, Baltimore, Md.
WARREN, CARL
WOR, New York, N. Y.
WARREN, DOC
KTHS, Hot Springs, Ark.
WARREN, EARL
KVOX, Moorehead, Minn.
WARREN, GIL
KFWB, Hollywood, Calif.
WARREN, HARRY
KUTA, Salt Lake City, Utah
WARREN, PAUL
WPEN, Phila., Pa.
WARREN, WILLIAM, SR.
WASK, Lafayette, Ind.
WARRINGTON, F. W.
WJR, Detroit, Mich.
WARWICK, WILLIAM
WLPM, Suffolf, Va.
WAIT, DICK
KFAB, Lincoln, Nebr.
WASHBURN, SHERMAN
KEX, Portland, Ore.
WATSON, BILL
WLIB, New York, N. Y.
WATSON, BOB
KGNC, Amarillo, Tex.
WATSON, E. J.
KFDA, Amarillo, Tex.
WATSON, ED
KEX, Portland, Ore.
WATTS, ED
KIUL, Garden City, Kans.
WAUGH, IRVING
WSM, Nashville, Tenn.
WAY, DOUGLAS
WKNB, New Britain, Conn.
WAYMAN, THOMAS
KVNU, Logan, Utah
WAYNE, BERT
WNEW, New York, N. Y.
WAYNE, BOB
KFAM, St. Cloud, Minn.
WAYNE, CAL
WCMW, Canton, O.
WAYNE, CARTER
WHK, Cleveland, O.
WAYNE, DON
WHIO, Dayton, O.
WAYNE, STUART
KYW, Philadelphia, Pa.
WEATHERS, JIM
WNEX, Macon, Ga.
WEAVER, FRANK
KCRA, Sacramento, Calif.
WEAVER, HENRY
ABC
WEAVER, JACKSON
WMAL, Washington, D. C.
WEAVER, RICHARD
KROD, El Paso, Tex.
WEAVER, ROBYN
WMMJ, Peoria, Ill.
WEAVER, WILLIAM A.
KGFF, Shawnee, Okla.
WEBB, BILL
KOME, Tulsa, Okla.
WEBB, DON
WSAI, Cincinnati, O.
WEBB, HUGH
WFEB, Sylacauga, Ala.
WEBB, JACK
KGO, San Francisco, Calif.
WEBB, JERRY
KSLM, Salem, Ore.
WEBBER, FRED
WFIL, Philadelphia, Pa.
WEBER, CHRIS
WFEB, Sylacauga, Ala.
WEBER, STEVE
KERO, Bakersfield, Calif.
WEBSTER, DAVE
WJNO, West Palm Beach, Fla.
WEBSTER, KURT
WBT, Charlotte, N. C.
WEBSTER, MAURY
Columbia Pacific — Meet the Missus
WEEKS, EDDIE
KABR, Aberdeen, S. D.
WEEKS, JOE
CBS
WEEKS, WARREN
KECA, Los Angeles, Calif.
WEGMET, NORM
KWYO, Sheridan, Wyo.
WELBORNE, CURTIS
WHKY, Hickory, N. C.
WELKER, STIRLING
WTAD, Quincy, Ill.
WELLING, FRANK
WCHS, Charleston, W. Va.
WELLS, CHARLES
KAVE, Carlsbad, N. Mex.
WELLS, DICK
NBC—Aunt Mary
WELLS, JACK
KFAB, Lincoln, Nebr.
WELLS, SID
WDAS, Philadelphia, Pa.
WELCH, CHARLES
KOH, Reno, Nev.
WELCH, EDGAR
WMCA, New York, N. Y.
WELCH, JOE
WSAR, Fall River, Mass.
WELCH, WALTER
WFEB, Sylacauga, Ala.
WELDON, JACK
WINX, Washington, D. C.
WELDON, JIMMIE
KWCO, Chickasha, Okla.
WELLS, HERB
WLAG, La Grange, Ga.
WELLS, ROBERT
WEBR, Buffalo, N. Y.
WELSH, HAROLD
KSIL, Silver City, N. Mex.
WENNBLOM, RALPH
KSOO, Sioux Falls, S. D.
WENZINGER, MAURICE
KTSB, Shreveport, La.
WERMONT, IRVING
WMEX, Boston, Mass.
WEHRMAN, GEORGE S.
WDHL, Bradenton, Fla.
WESSON, DICK
KALE, Portland, Ore.
WEST, HARLEY
WSPD, Toledo, O.
WEST, WAYNE
WMBD, Peoria, Ill.
WESTERCAMP, DICK
WTIC, Hartford, Conn.
WESTERHOFF, DON
WJAG, Norfolk, Nebr.
WESTOVER, JAMES D.
KDKA, Pittsburgh, Pa.
WHALEN, JACK
WTRC, Elkhart, Ind.
WHALEY, STORM
KUOA, Siloam Springs, Ark.
WHEAT, RAY
WJOB, Hammond, Ind.
WHEDBEE, CHARLES
WGTC, Greenville, N. C.
WHEELER, BUN
KYUM, Yuma, Ariz.
WHEELER, DON
KGY, Olympia, Wash.
WHEELER, DWIGHT
WFAU, Augusta, Me.
WHEELER, TONY
WFIL, Philadelphia, Pa.
WHITCOMB, ROBERT
WSBT, South Bend, Ind.
WHITE, DICK
WNAD, Norman, Okla.
WHITE, DON
KIT, Yakima, Wash.
WHITE, GEORGE
WMBG, Richmond, Va.
WHITE, GLEN
KXO, El Centro, Calif.
WHITE, HOYT
WENK, Union City, Tenn.
WHITE, ROBERT O.
KMJ, Fresno, Calif.
WHITE, WILLIAM P.
KFJB, Marshalltown, Ia.
WHITEHEAD, EULICE
WLAY, Muscle Shoals, Ala.
WHITESIDE, PAUL
KCRT, Trinidad, Colo.
WHITFIELD, ARTHUR
WTMJ, Milwaukee, Wis.
WHITFIELD, ROWENA
WGAA, Cedartown, Ga.
WHITMAN, GAYNE
NBC—Cavalcade of America
WHITNEY, DON
WELO, Tupelo, Miss.
WHITNEY, PHILIP
WINC, Winchester, Va.
WHITTAKER, EDWIN
WNBF, Binghamton, N. Y.
WHITWORTH, RAY
KVOO, Tulsa, Okla.
WICHMAN, W. P.
WLBL, Stevens Point, Wisc.
WICK, BERT
KDLR, Devils Lake, N. D.
WICK, HILDUR
KDLR, Devils Lake, N. D.
WIDDER, DAVE
KRES, St. Joseph, Mo.
WIDMAN, SEV
KSTP, St. Paul-Minneapolis, Minn.
WIDMARK, HERB
WDSM, Superior, Wisc.
WIDOE, RUSS
WIND, Chicago, Ill.
WIETING, FRED
WIBG, Philadelphia, Pa.
WIGGINTON, WILLIAM
WCCO, Minneapolis, Minn.
WIGGS, BUDDY
KVWC, Vernon, Tex.

WIGGINS, JIM
KABC, San Antonio, Tex.
WILBUR, GORT
WJNC, Jacksonville, N. C.
WILCOX, HARLOW
Fibber McGee & Molly
Truth or Consequences
Fanny Brice Show
WILCOX, JOHN
WDGY, Minneapolis, Minn.
WILCOX, ROBERT
WARL, Arlington, Va.
WILDE, EMIL
KFUO, Clayton, Mo.
WILEY, ROB
KIEV, Glendale, Calif.
WILLAR, BILL
KROW, Oakland, Calif.
WILLARD, DICK
WOR, New York, N. Y.
WILLARD, GEORGE
WMCA, New York, N. Y.
WILLEFORD, LEWIS
KNET, Palestine, Tex.
WILLEY, RALPH
WQUA, Moline, Ill.
WILLIAMS, ARTHUR
WCAP, Asbury Park, N. J.
WILLIAMS, ALUN
Announcing, narration, acting, standard and video
WILLIAMS, CLAY
WWGP, Sanford, N. C.
WILLIAMS, DAVID
WKZO, Kalamazoo, Mich.
WILLIAMS, DICK
KANS, Wichita, Kans.
WILLIAMS, GERALD
WCYB, Bristol, Tenn.
WILLIAMS, HOWARD
WINX, Washington, D. C.
WILLIAMS, JACK
WGBS, Miami, Fla.
WILLIAMS, RUSS
WHK, Cleveland, O.
WILLIAMS, WALLY
WBIG, Greensboro, N. C.
WILLIAMS, WINN
WMT, Cedar Rapids, Ia.
WILLIAMS, ZEB
KXOX, Sweetwater, Tex.
WILLIAMSON, GORDON
WITH, Baltimore, Md.
WILLIAMSON, RAYMOND
WAYX, Waycross, Ga.
WILLIS, DAN
WLCS, Baton Rouge, La.
WILLIS, SANFORD J.
WMFT, Florence, Ala.
WILLS, PAUL
KMOX, St. Louis, Mo.
WILLS, HARRY
WJMC, Rice Lake, Wisc.
WILLS, J. T.
WBAX, Wilkes-Barre, Pa.
WILLSON, JIMMIE
WAPI, Birmingham, Ala.
WILLSON, JIMMY
WAPO, Chattanooga, Tenn.
WILMARTH, ALBERT E.
WPRO, Providence, R. I.
WILSON, STU
Quiz of Two Cities; Surprise Party; Examiner Comics
WILSON, DAVE
KFH, Wichita, Kans.
WILSON, DAN
KDNT, Denton, Tex.
WILSON, DON H.
Jack Benny, Ginny Simms
Kenny Baker, Victor Borge
Command Performance
WILSON, FRANK
WRVA, Richmond, Va.
WILSON, GEORGE H.
WSTV, Steubenville, O.
WILSON, HOLMES
WSAR, Fall River, Mass.
WILSON, JIM
KTMC, McAlester, Okla.
WILSON, JIMMY
WLBJ, Bowling Green, Ky.
WILSON, JOSEPH
ABC
WILSON, JUDD
KYUM, Yuma, Ariz.
WILSON, LARRY
WNOE, New Orleans, La.
WILSON, LEO
WHOP, Hopkinsville, Ky.
WILSON, PAUL
KANS, Wichita, Kans.
WILSON, RAY
KVOD, Denver, Colo.
WILSON, RAY
KRBC, Abilene, Tex.
WILSON, READ
WWNC, Asheville, N. C.
WILSON, WALTER
WHOP, Hopkinsville, Ky.
WILTON, CHARLES T.
WPAG, Ann Arbor, Mich.
WINERITER, FLO
KUTA, Salt Lake City, Utah
WINN, BILL
WJTN, Jamestown, N. Y.
WIRES, LeROY
WKRC, Cincinnati, O.
WITKINS, JOSEPH R.
WNEB, Worcester, Mass.
WITTY, RICHARD
KWTO, Springfield, Mo.
WIZARDI, FRANK "TOBY"
KVAK, Atchison, Kans.
WOLF, RINEALD
WKOK, Sunbury, Pa.
WOLFE, LYN
WPAD, Paducah, Ky.
WOLFRAM, A. L.
WAWZ, Zarephath, N. J.
WOLFRAM, CARL P.
KOAL, Price, Utah
WOLFRAM, ORLAND
KPOF, Denver, Colo.
WOLKEN, MILTON S.
KSTT, Davenport, Ia.
WOOD, ARMINE H.
WHSC, Hartsville, S. C.
WOOD, BILL
KORN, Fremont, Nebr.
WOOD, FRED
WSNJ, Bridgeton, N. J.
WOOD, HARRY
WNEW, New York, N. Y.
WOOD, JAMES
WOWO, Fort Wayne, Ind.
WOOD, JAMES A.
WCCP, Savannah, Ga.
WOOD, LANGLEY
WRNL, Richmond, Va.
WOOD, WILLIAM
WJOY, Burlington, Vt.
WOODALL, SAM
WSLI, Jackson, Miss.
WOODELL, EDDIE
WRAL, Raleigh, N. C.
WOODS, DICK
WCKY, Cincinnati, O.
WOODS, HAL
WIBU, Poynette, Wisc.
WOODSIDE, CHARLES
WLCS, Baton Rouge, La.
WOODWARD, E. C.
KMMJ, Grand Island, Nebr.
WOODWARD, MARTIN
KSRO, Santa Rosa, Calif.
WOOLEY, HARRISON
KFRC, San Francisco, Calif.
WORK, ROBERT
KREO, Indio, Calif.
WORKHOVEN, MERRILL
WOW, Omaha, Nebr.
WORTH, PEDE
KQW, San Jose, Calif.
WRAY, HALL
WGAA, Cedartown, Ga.
WRAY, JOHN
KWIL, Albany, Ore.
WRIGHT, DAVE
WFMJ, Youngstown, O.
WRIGHT, BOB
WJJD, Chicago, Ill.
WRIGHT, DONALD
WHLB, Virginia, Minn.
WRIGHT, GERRY
KWFT, Wichita Falls, Tex.
WRIGHT, HARRY
KVGB, Great Bend, Kans.
WRIGHT, LUDLAM
WRC, Washington, D. C.
WRIGHT, WILL
KDYL, Salt Lake City, Utah
WUSSOW, GEORGE
KVOV, Redding, Calif.
WYLIE, BOB
WOL, Washington, D. C.
WYNNE, DICK
KHJ, Los Angeles, Calif.
WYMAN, MAL
KALL, Salt Lake City, Utah
WYMER, JACK
WING, Dayton, O.
WYNNE, FLOYD
KLPM, Minot, N. D.
WYNN, PAUL
WENC, Whiteville, N. C.

— Y —

YACK, GEORGE
WMRF, Lewistown, Pa.
YEAGER, DON
WTIK, Durham, N. C.
YELL, FRANK
KTRF, Thief River Falls, Minn.
YELLAND, STARR
KOA, Denver, Colo.
YOCAM, JOE
KFWB, Hollywood, Calif.
YORK, JOHN P.
KGKB, Tyler, Tex.
YOUNG, BERNARD
WTOL, Toledo, O.
YOUNG, BOB
KOA, Denver, Colo.
YOUNG, DUANE
WHEB, Portsmouth, N. H.
YOUNG, J. N.
KBST, Big Spring, Tex.
YOUNG, J. N., JR.
KRIG, Odessa, Tex.
YOUNG, MARTY
KSIL, Silver City, N. Mex.
YOUNG, ORLAND
WHIS, Bluefield, W. Va.
YOUNG, REVERE
KBIX, Muskogee, Okla.
YOUNG, STANLEY
KVOL, Lafayette, La.
YOUSE, ROBERT
WBRK, Pittsfield, Mass.
YULE, ED
KTHT, Houston, Tex.

— Z —

ZIMMER, GRAEME
WPAY, Portsmouth, O.
ZIMMERMAN, DAVID
WWJ, Detroit, Mich.
ZINKAND, PHIL
WWSW, Pittsburgh, Pa.

★ Backstage ★

people in network radio production—1946

— A —

ADAMS, WYLIE
ABC—Terry & The Pirates, Ted Malone

AINLEY, JOE
MBS—Those Websters

ALBER, R. H.
MBS—The Pilgrim Hour

ALLEN, GEORGE W.
Producer, program director Columbia Pacific Network; b. Spokane, Wash., May 10, 1899; Univ. of Wash., B.M.; Bush Conservatory; The Whistler; Free For All; Meet the Missus.

ALLEN, HOYT
MBS—Buck Rogers of the 25th Century

ALSOP, CARLTON
NBC—Drene Show

ARMBRISTER, CYRIL
MBS—Adventures of the Sea Hound

ARTHUR, BOB
MBS—Mysterious Traveler

AUSTIN, ARTHUR
NBC—Orchestras of the Nation, Evening Melodies

AVERY, IRA
CBS—Armstrong's Theater of Today

— B —

BAILEY, ED
NBC—Curtin Time

BALLIN, ROBERT
NBC—Jack Benny Show

BARBUR, OLIVER
CBS—Life Can Be Beautiful

BARRY, JACK
MBS—Gabriel Heatter

BEASLEY, IRENE
CBS—Grand Slam

BECKER, JOHN
CBS—Cinderella, Inc.

BELL, TED
CBS—Mystery of the Week, Lowell Thomas

BENNETT, TOM
NBC—Fred Waring

BERNS, LARRY
CBS—Jack Carson Show

BIGELOW, JOE
NBC—Fred Allen

BLAKE, HOWARD
CBS—That's Life

BLISS, NED
MBS—Case of Gregory Hood

BOLAND, JOSEPH
ABC—The Doctor Talks It Over

BOLEN, MURRAY
NBC—Victor Borge Show

BOURBON, DIANA
CBS—Jack Carson Show

BOWER, ROGER
MBS—Broadway Talks Back

BOWMAN, PAT
CBS—Perry Mason

BRECHER, IRVING
NBC—Life of Riley

BROWN, CHARLES
MBS—Dixie House Varieties

BROWN, GERALD
NBC

BROWN, HI
CBS—Inner Sanctum

BROWN, MENDI
MBS—Bulldog Drummond

BROWN, WILLIAM
MBS—Checkerboard Jamboree

BUBECK, HARRY
NBC—Art Van Damme Quintet, Nelson Olmstead, Words & Music

BUNKER, WALTER
CBS—Baby Snooks Show, Joan Davis Show

BURCH, WILLIAM
CBS—Gen Autry Show

BURNETT, MURRAY
MBS—I Was A Convict, True Detective Mysteries

BURNS, VIOLA
CBS—Second Mrs. Burton

BURTON, KEN
ABC—Glamour Manor

BYRON, EDWARD ARMOUR
Producer, Director, Writer; b. Newport, Ky., Oct. 22, 1905; Ohio State Univ.; Univ. of Cincinnati; Mr. District Attorney.

BYRON, WARD
NBC — Chesterfield Supper Club

— C —

CABANISS, TRAVIS
MBS—Smilin' Ed McConnell

CAPSTAFF, AL
CBS—Hollywood Startime

CARLSON, HARRY
MBS—John J. Anthony, Frazier Hunt

CARNEY, JOHN
CBS—Give & Take

CARTER, NICK
ABC—My True Story

CARUCO, CARL
MBS — A. L. Alexander's Mediation Board

CASHMAN, ED
CBS—Hoagy Carmichael Sings

CATCHINGS, WADDILL
CBS — Reader's Digest-Radio Edition

CHEVIGNY, HECTOR
MBS—The Coke Club

CLAGGETT, CHARLES
MBS—Tom Mix

CLARK, DON
CBS—Hollywood Players

CLARK, JOHN
ABC—Famous Jury Trials

CLEARY, JACK
ABC—So You Want To Lead A Band

COHAN, PHIL
CBS—Durante Moore Show

COLE, JOHN
MBS—The Shadow

COLLINS, FRED
CBS—F.B.I. In Peace & War

COLLINS, TED
CBS—Kate Smith Sings

COTT, TED
WNEW — Program Director; So You Think You Know Music

COTTON, BOB
ABC—Ethel & Albert

COWAN, LOU
CBS—Hollywood Jackpot

CREWS, AL
NBC—Art Van Damme Quintet, Nelson Olmstead, Echoes From The Tropics

— D —

DALY, JOSEPH M.
NBC—D and H Miners

DE ANGELO, CARLO
Perry Mason; Scotland Yard

DeFUR, PAUL
CBS—Dinah Shore Show

DENNY, GEORGE
ABC—America's Town Meeting

DEVINE, JERRY
Writer, director, producer; b. Boston, Mass., Nov. 11, 1908; This Is Your FBI (ABC).

DIETZ, JOHN
CBS—Casey, Crime Photographer

DODGE, BRUCE
CBS—It Pays To Be Ignorant

DONAVAN, HOBART
NBC—Smilin' Ed. McConnell, Buster Brown Gang
CBS—That's Finnegan

DOWNES, ED
CBS—Adventures of the Thin Man

DREIER, ALEX
NBC—Alex Dreier

DRUCE, OLGA
MBS—House of Mystery

DRYER, SHERMAN
MBS — Exploring The Unknown

DUCOVNY, ALAN
MBS—Superman

DUDLEY, PAUL
ABC—Pot O' Gold

DUMONT, PAUL
NBC — Special Events Programs

DUNHAM, EDWIN
NBC—Voice of Firestone

DUTTON, MYRON
CBS — Sparkle Time With Meredith Wilson

— E —

EBI, EARL
NBC—Edgar Bergen Show

EHRENREICH, DANIEL
MBS—Juvenile Jury

ELIOTT, BRUCE
MBS—Cecil Brown, Saturday Symphonies

ELLIOTT, KAY
ABC—Meet Me In Manhattan

ELLIS, JIM
MBS—Vera Holley Sings

ELTON, DAVE
CBS—Adventures of Ozzie & Harriet

EMERY, BOB
MBS—Rainbow House

EMERY, ROBERT
NBC—Quiz Kids

ENGELBACH, DEVERE
CBS—Academy Award

ERNST, BUD
MBS — Queen For A Day, Heart's Desire

— F —

FASSETT, JAMES
CBS—Eileen Farrel, Invitation to Music, Music You Know, Philadelphia Orch.

FERRIN, FRANK
CBS—That's Finnegan

FISHER, MAGGY
NBC—Finder's Keepers
ABC—Piano Playhouse

FITZGERALD, EDWARD
ABC—Professor Quiz

FREDERICK, DON
MBS—It's Up To Youth

FRENCH, BOB
WAKR, Akron, O.

— G —

GARRISON, GARNET
NBC — Home Is What You Make It

GIBBS, JOHN
CBS—Lone Journey

GIBBS, PAKKER
NBC—Art Van Damme Quintet, Design For Living, Musicana

GILLIS, DON
NBC—Story of Music, NBC Symphony

GOLENPAUL, DAN
CBS—Information Please

GOODMAN, WESLEY
ABC—Gems For Thought

GOODSON, MARK
CBS—Winner Take All

GORDON, WILLIAM
MBS—California Melodies

GRAY, GORDON
WARK, Akron, O.

GRESHAN, HARRY
NBC

GRIFFIN, WAYNE
NBC—Fabulous Dr. Tweedy

GUEDEL, JOHN
Producer; People Are Funny (NBC).

GRUENER, CARL
NBC—Alan Young Show

— H —

HAMILTON, BILL
ABC—Tennessee Jed

HANDLEY, ALAN
NBC—Maggi's Private Wire

HARDY, RALPH
CBS—Salt Lake City Tabernacle Choir

HARRELL, CHARLES
ABC—Cliff Edwards

HARRIS, LESLIE
CBS—Prudential Family Hour, Rosemary

HART, JAMES
CBS—Joe Powers of Oakville

HARVEY, JAMES C., JR.
NBC—Vest Pocket Varieties

HAYWARD, TERRY
NBC—Alan Young Show

HECK, HOMER
NBC—Betty Crocker, Tales of the Foreign Service

HILL, JOHN E.
NBC—Serenade to America

HILL, LITO
NBC—Road of Life
CBS—Road of Life

HOLCOMBE, HARRY
NBC—Dr. I. Q.

HOLINER, MANN
CBS—Songs By Sinatra

HORRELL, MARTIN
CBS—Grand Central Station

HOSKINS, LARRY
MBS—Voice of Phophecy

HUDSON, ROBERT
CBS—Invitation To Learning

HUGHES, GORDON T.
Your Hope Chest, The Defense Never Rests

HUMMERT, FRANK
NBC — American Album of Familiar Music, Backstage Wife, Just Plain Bill
CBS—American Melody Hour
ABC—Manhattan Merry-Go-Round

HUMMERT, FRANK & ANN
CBS—Our Gal Sunday, Romance of Helen Trent, Strange Romance of Evelyn Winters

— I —

INMAN, ELEANOR
CBS—Wings Over Jordan

IRISH, JACK
MBS—Your Richfield Reporter

IRWIN, CAROL
ABC—Theatre Guild of the Air

— J —

JACKSON, JAY
MBS—Susan Kent Sings

JACKSON, RILEY
NBC—Quiz Kids

JENNINGS, ROBERT
MBS—Married For Life

JOHNSTON, CLINT
CBS—Yours Sincerely

JOHNSON, GINGER
Kent-Johnson Spots and Jingles

JOHNSTONE, JACK
CBS—Hollywood Star Time

— K —

KALTENBORN, H. V.
NBC—H. V. Kaltenborn

KARN, BILL
NBC—Fabulous Dr. Tweedy

KAYE, AL
NBC—Burns & Allen

KAYE-MARTIN, ALLAN
ABC—Powers Charm School

KEIGHLEY, WILLIAM
CBS—ux Radio Theatre

KEEGAN, HOWARD
NBC—Joyce Jordan, M.D.

KENNELY, DALE
MBS—Victor H. Lindlahr

KENT, ALAN
Kent-Johnson Spots and Jingles

KING, EDWARD
NBC—Dramatic Auditions

KLEIN, HENRY
ABC—The Listening Post

KNIGHT, PAUL
NBC—Kraft Music Hall

KNIGHT, RAY
Good Morning, It's Knight—ABC

KNODOLF, GEORGE
NBC—Cavalcade of America

KOSTE, WALTER
NBC—Percolator Party

KRUM, FAYETTE
NBC—Right To Happiness
CBS—Young Dr. Malone

KUNEY, JACK
NBC

— L —

LANDRY, ROBERT
CBS—The Columbia Workshop

LAWRENCE, WILLIAM
NBC — Echoes From The Tropics, Carolyn Gilbert
CBS—Screen Guild Players

LATEAU, HERB
NBC—National Farm & Home Hour, Words & Music, Quiz Kids

LEDER, HERB
NBC—Jack Berch Show

LESAN, DAVE
CBS—Big Sister

LEVINE, LEON
CBS—The March of Science, Of Men & Books, Opinion Please

LEWIS, RICHARD
MBS—Johnson Family, Nick Carter, Quick As A Flash

LIVINGSTONE, CHARLES
ABC — Green Hornet, Lone Ranger

LOEB, MARX
CBS—Theatre of Romance

LORD, PHILLIPS
ABC—Counterspy, Gangbusters

LOUGHRIN, DICK
NBC—A Miss And A Male, Reveille Roundup, Words & Music

LOVE, ANDREW
NBC—Meet Me At Parky's

LOVETON, JOHN
NBC—Mr. & Mrs. North

LURIE, WALTER
MBS—Gold & Silver Minstrels

— M —

MacGREGOR, C. P.
Proudly We Hail

MacGREGOR, JOCK
MBS—Nick Carter, For Your Approval

MacGREGOR, KEN
NBC—Archie Andrews, Solitaire Time

MacHARRIE, LINDSAY
CBS—We The People

MACK, HELEN
NBC—A Date With Judy

MACK, NILA
CBS—Let's Pretend

MANHEIM, MANNY
CBS—Sweeney & March

MANSFIELD, IRVING
CBS—Arthur Godfrey's Talent Scouts

MANSFIELD, JOSEPH F.
NBC — Front Page Farrell, Backstage Wife, The Adventures of Frank Merriwell

MARCIN, MAX
CBS—Crime Doctor, F.B.I. In Peace And War

MARQUIS, ARNOLD
NBC—Pacific Story

MARSHALL, WILLIAM
ABC—American Melodies

MARTIN, ROBERT
MBS—Twenty Questions

MARTINI, ROLAND
CBS—Saturday Night Serenade

MASTERSON, JOHN
ABC — Breakfast In Hollywood, Bride & Groom

MAXWELL, ROBERT
MBS—Hop Harrigan

McAVITY, Tom
CBS—Hollywood Startime

McCANN, DOROTHY
CBS—Dr. Christian
ABC—The Sheriff

McCARTHY, FRANK
MBS—Scout About Town

McDERMOTT, TOM
NBC—When A Girl Marries

McGILL, EARLE
MBS—Sound Off With Mark Warnow
ABC—Warriors of Peace

McGILL, JERRY
CBS—Big Town

McGILL, WALTER
NBC—Telephone Hour

McGRAW, WILLIAM
NBC—Story to Order

MIDDLETON, GLENN
NBC—Amos n' Andy

MITCHELL, JOHN
MBS — Eddie Dooley's All American Football Roundup
CBS—Stradivari Orchestra

MOORE, ARTHUR
CBS—County Fair

MORGAN, JIM
MBS—Queen For A Day

MORRIS, JOHN
NBC—Duffy's Tavern, Eddie Cantor Show, One Man's Family

MORROW, WILLIAM
ABC—Bing Crosby

MORSE, CARLTON E.
NBC—One Man's Family

MOSMAN, JACK
CBS—Red Barber

MUNROE, PAUL
MBS—Gold & Silver Minstrels

MURPHY, PAT
ABC—Jack Armstrong

— N —

NEEL, WILLIAM
ABC—Drew Pearson

NOVIK, MORRIS
ABC—Listen To LaGuardia

— O —

OCHS, ACE
CBS—Waitin' For Clayton Danny O'Neill Show

O'CONNOR, FRANK
NBC—Day In The Life of Dennis Day, Kay Kyser's College of Musical Knowledge

OWNS, FORREST
ABC—Lum 'N Abner

— P —

PACKHAM, ELDRIDGE
NBC — Chesterfield Supper Club

PAGE, ALLAN
CBS—Oklahoma Roundup

PAPP, FRANK
NBC — Eternal Light, Your United Nations

PARKS, ROBERT
MBS—Judy 'n Jill n' Johnny

PETERSON, CLIFF
ABC—Breakfast Club

PERIERA, LYDIA
NBC—Story To Order

PHILLIPS, PAUL
NBC—Fitch Bandwagon

PIERCE, PAUL
CBS—Stars Over Hollywood

PITTMAN, FRANK
NBC—Fibber McGee & Molly

POWERS, CHARLES
ABC—Dick Tracy, Henry Morgan Show

PROBST, GEORGE
NBC—University of Chicago Round Table

PROCKTER, BERNIE
MBS—Quick As A Flash, Nick Carter

— Q —

QUINN, JACK
NBC—Roy Rogers

— R —

RADLEY, THOMAS
CBS—Yours Sincerely

RAFETTO, MICHAEL
MBS — Private Detective Michael Shayne

RAMSEY, WALLY
ABC—Danger Dr. Danfield
MBS—Mystery Is My Hobby

RANDOL, BILL
MBS—Singing Sweethearts

READY, ELIZABETH
MBS—Love Story Theatre, Monica Makes Music

REDD, ROBERT L.
NBC—Sealtest Village Store

REEG, LEONARD
ABC—Dark Venture, I Deal In Crime

REILLY, HOWARD
CBS—Information Please

RICCA, ERNEST
MBS—Real Stories

RICE, HERBERT
MBS—A Brighter Tomorrow, Special Investigator, Spotlight on America

RICHARDS, ARTHUR
NBC

RINES, JOE
NBC—Judy Canova Show
CBS—Mel Blanc Show

ROBERTS, JERRY
NBC—Lynn Collyer

ROBINSON, MAURICE L.
NBC

ROBKE, ARTHUR
NBC—Joyce Jordan

ROBSON, WILLIAM
CBS—Hawk Larabee

ROLAND, WILL
CBS—Arthur Godfrey, Jean Sablon, Sing Along Club

ROSENBERG, E. J.
ABC—The Fat Man

ROUNDTREE, MARTHA
MBS—Meet The Press, Leave It To The Girls

RUBIN, JACK
MBS—By Popular Demand
ABC—Break The Bank

— S —

SCANLAN, WALTER
ABC—Harvel Music Time

SEACHRIST, CECIL
MBS—Tell Your Neighbor

SEAVEY, HOLLIS
MBS — What The Veteran Wants To Know, United Nations Serenade

SEYDEL, VIC
ABC — Fishing & Hunting Club

SHAY, BETTY
NBC—Pepper Young's Family

SHEBEL, ARTHUR
ABC—Court of Missing Heirs

SHEFFELS, PAUL
ABC—Monday Morning Headlines, Walter Winchell

SHELDON, JAMES
MBS—Crimes of Carelessness

SHERDEMAN, TED
ABC—Louella Parsons

SINN, JOHN L.
ABC—Boston Blackie

SKELTON, EDNA
NBC—Red Skelton Show

SLOCUM, BILL
CBS—Word From The Country

SMITH, BEVERLY
NBC—Portia Faces Life

SMITH, LOWELL
MBS—Dr. Talbot & Choir

SOSENKO, ANN
CBS—Hildegarde

SPEARS, HARRY
CBS—Take It Or Leave It

SPIER, WILLIAM
CBS—Sam Spade, Suspense

STAHL, MYRTLE
MBS — Northwest Reviewing Stand

STANTON, CARL
CBS—Jack Smith Show

STAUFFER, J. R.
CBS—Hour of Charm

STEEL, ROBERT
CBS—Aunt Jenny's Real Life Stories

STEPHENSON, BOB
NBC—Bob Hope

STRAHORN, LEE
CBS—Your Hit Parade

STRAUM, NAT
NBC—Teen Timers Club

SULDS, IRVING
MBS — American Forum of the Air

SWEETS, WILLIAM
ABC—Police Woman

— T —

TAYLOR, GLENHALL
NBC—Fabulous Dr. Tweedy

TELFORD, FRANK
NBC—Molle Mystery Show

TEMPLETON, BILL
MBS—Your Land & Mine

THOMPSON, JOE
NBC—Bob Burns Show
ABC—Jimmy Fidler

TODMAN, WILLIAM SELDEN
Radio writer, producer, director; b. New York, N. Y., Jul. 31 1916; Johns Hopkins Univ.; B.S.; NYU; A.B.; Winner Take All, (CBS), Treasury Salute, Quiz of Two Cities.

TUCKER, MADGE
ABC—Coast to Coast on a Bus

— U —

UHL, DICK
CBS—Dick Haymes Show

— V —

VAIL, LESTER
NBC—Aldrich Family

VALLEE, RUDY
NBC—Rudy Vallee

VAN OSTRAND, JACK
CBS—Mayor of the Town

VELOTTA, THOMAS
ABC—Gillette Fights, Headline Edition, To Live In Peace

VIETOR, TOMMY
CBS—Ellery Queen

VINCENT, OWEN
MBS—Let George Do It

VINSON, ROBERT C.
Last Affair, Meet the Morans, The First DP's, The Hard Way, Smile Time (MBS), One World or None (NBC).

VON URBANSKI
NBC—Schaeffer Parade

VOUTAS, GEORGE
NBC—Honeymoon In N.Y., RCA Victor Show

— W —

WALKER, ELBERT
MBS—What's The Name of That Song, Smile Time, Erskine Johnson

WARD, ALBERT
CBS—Treasury Bandstand—Time To Remember

WARNER, ALBERT L.
MBS—Fulton Lewis Jr.

WATERS, JAMES
ABC—Court of Missing Heirs

WELLINGTON, JOHN
MBS—Double Or Nothing

WESTER, CARL
NBC — Guiding Light, Masquerade, Today's Children, Women In White

WHALEY, BERT
NBC—Whitey Berquist & Orchestra, Art Van Damme Quintet

WHITE, CHARLES
CBS—Bob Hawk Show

WIEST, GEORGE
ABC — Ladies Be Seated, Johnny Olsen's Rumpus Room

WILLARD, DICK
MBS—Bill Harrington Sings

WILLIAMS, ALUN
Radio producer, announcer commentator; b. Ferndale, Wales, Great Britain, Univ. of Wash., B.S.; Columbia Workshop, (CBS), Murder at Midnight (ABC), Kraft Music Hall (NBC), Joyce Jordan (NBC), Life of Riley (NBC); Tele: Serving Thru Science, (WABD).

WILLIAMS, AUBREY
CBS—Vox Pop

WINSOR, ROY
CBS—Ma Perkins
NBC—Ma Perkins
MBS—Vic and Sade

WOLFE, ED
ABC—The O'Neills, Try and Find Me

WOLFF, NAT
CBS—Eddie Bracken Show
NBC—Abbott & Costello

WORCESTER, CHUCK
CBS — Columbia's Country Journal

WORK, MARTIN
CBS—Joan Davis Show

— Y —

YOUNG, DAVE
CBS—Surprise Party

YOUNG, RUSSELL
MBS—Captain Midnight

— Z —

ZACHARY, GEORGE
CBS—Vaughan Monroe Show

Radio Directors

—and their work during 1946

— A —

ADAMS, TED
CBS—We The People.
ADAMS, WENDELL
CBS.
ADAMS, WYLIE
ABC—Terry & The Pirate, Ted Malone, Famous Jury Trials, America's Town Meeting.
AINLY, JOE
NBC—Guiding Light.
ALLEN, GEORGE W.
CBS.
ALLEN, HOYT
MBS
ALLISON, ROBERT
CBS
ALSOP, CARLTON
NBC—The Drene Show.
ANDREWS, MARTIN
ABC—My True Story.
ARMBRISTER, CYRIL
MBS—Adventures of the Sea Hound.
ASHLEY, IRA
CBS—Grand Central Station.
ATWELL, MARTHA
NBC
AUCHINCLOSS, GORDON
CBS—Hollywood Jackpot.
AVERY, IRA
CBS—Armstrong's Theater of Today.

— B —

BAILEY, ED
NBC—Roy Rogers
BALLIN, ROBERT
NBC—Jack Benny Show.
BARBOUR, OLIVER
CBS—Life Can Be Beautiful.
BARNES, HOWARD
CBS—Joe Powers of Oakville.
BARRY, JACK
MBS—Gabriel Heatter.
BEIER, CARL
CBS—Joe Powers of Oakville.
BENNETT, TOM
NBC—Fred Waring.
BERNARD, DON
CBS—Blondie.
NBC—Life of Riley.
BERNS, LARRY
CBS—Jack Carson Show.
BLAIR, BUZZ
ABC
BLISS, TED
CBS—Ozzie & Harriet
BOLEN, LEE
MBS—Queen for a Day, Case of Gregory Hood.
BOLEN, MURRAY
NBC—Truth or Consequences.
BOWER, ROGER
MBS—Broadway Talks Back.
BOWMAN, PHILIP
CBS—Ma Perkins.
NBC—Ma Perkins.
BRACKETT, ROGERS
CBS—Vox Pop.
BRADY, BEN
CBS—Ginny Simms Show.
BRATTEN, JOE
NBC—Carnation Contented Hour.
BRENNAN, BILL
CBS—Jack Smith Show, Stradivari Orchestra.
BROWN, HI
CBS—Inner Sanctum, Adventures of the Thin Man.
MBS—Bulldog Drummond.
BUBECK, HARRY
NBC—Nelson Olmstead, Words & Music, Guiding Light.
BURCH, WILLIAM
CBS—Gene Autry Show.
BURNETT, MURRAY
MBS
BURNS, VIOLA
CBS—Second Mrs. Burton.
BURTON, KEN
ABC—Glamour Manor.
BYRON, ED
NBC—Mr. District Attorney.
BYRON, WARD
NBC—Chesterfield Supper Club.

— C —

CABANISS, TRAVIS
MBS
CARLSON, HARRY
MBS
CARNEY, JOHN
CBS—Give & Take.
CARUSO, CARL
MBS—A. L. Alexander's Mediation Board.
CASHMAN, ED
CBS—Hoagy Carmichael Sings.
CHARLES, DICK
ABC—Chittison Trio, Paul Whiteman Hour.
CHEVIGNY, HECTOR
MBS—The Coke Club.
CLAGGETT, CHARLES
MBS—Tom Mix.
CLARK, DON
CBS—Hollywood Players.
CLEARY, JACK
ABC
COHAN, PHIL
CBS—Durante Moore Show, Ellery Queen.
COLE, JOHN
MBS—The Shadow.
CBS—Sing Along Club.
CORDAY, TED
NBC—Joyce Jordan.
CORWIN, NORMAN
CBS.
COTTON, BOB
ABC—Ethel & Albert.
COUGHLIN, BUNNY
CBS—Kate Smith Sings.
CREWS, AL
NBC
CROSBY, DEL
MBS—Twenty Questions.

— D —

DALY, JOSEPH
NBC—D & H Miners, Waltz Time.
DEANGELO, CARLO
MBS—Love Story Theater
De GROOT, ROY
DEVINE, JERRY
ABC—This Is Your FBI.
DICK HENRY
ABC—Gems For Thought.
DIETZ, JOHN
CBS
DINGWELL, ALAN
NBC—Can You Top This
DONOVAN, HOBERT
NBC—Smilin' Ed and Buster Brown Gang.
CBS—That's Finnegan.
DRUCE, OLGA
MBS—House of Mystery.
DRYER, SHERMAN
MBS—Exploring The Unknown.
DUCOVNY, ALAN
MBS—Superman.
DUDLEY, PAUL
ABC—Pot O' Gold.
DUMONT, PAUL
NBC—ABC
DUNHAM, EDWIN
NBC—Voice of Firestone, Victor Borge Show.
DUTTON, MYRON
CBS
DWAN, BOB
NBC—Today's Children.

— E —

EASTMAN, CARL
CBS—Mystery of the Week.
EBI, EARL
NBC—Edgar Bergen Show.
EHRENREICH, DANIEL
MBS—Juvenile Jury.
ELLIOTT, BRUCE
MBS—Cecil Brown, Saturday Symphonies.
ELLIOTT, KAY
ABC—Meet Me In Manhattan.
ELTON, DAVE
CBS—Adventures of Ozzie & Harriet.
EMERY, BOB
MBS—Rainbow House.
ENGELBACH, DEVERE
CBS—Academy Award.
EVANS, RICHARD
CBS

— F —

FASSETT, JAMES
CBS—New York Philharmonic.
FICKETT, HOMER
ABC—Theatre Guild of the Air.
FINEBERG, HAL
NBC—Meet Me at Parky's.

FISHER, MAGGY
NBC—Finder's Keepers
ABC—Piano Playnouse
FITZGERALD, EDWARD
ABC—Professor Quiz.
FORWARD, ROBERT
MBS—The Pilgrim Hour.
FRANKLIN, PAUL
FREDERICK, DON
MBS—It's Up To Youth.
FREED, CHARLES
CBS
FULLER, SAM
CBS
FUTRAN, ROBERT
NBC—Women In White.

— G —

GANNON, THEODORE
ABC—Drew Pearson.
GIBBS, PARKER
NBC—Design For Living.
GILLIS, DON
NBC—Concert of Nations, Symphony.
GOLENPAUL, DAN
CBS—Information Please.

GOODSON, MARK
Radio director, producer; b. Sacramento, Calif., Jan. 24, 1915; Univ. of Calif.; A.B.; Portia Faces Life, Treasury Salute, Winner Take All.

GORDON, WILLIAM
MBS—California Melodies.
GRAHAM, JOE
ABC—To Live In Peace, Allen Prescott.
GRATZ, JOSEPH
CBS
GRIFFIN, WAYNE
CBS—Eddie Bracken Show.
GROSS, STEVE
CBS—Our Gal Sunday.
NBC—Lorenzo Jones.
GRUENBERG, AXEL
NBC—Today's Children.
GRUENBERG, ALEXANDER
NBC—Schaeffer Parade.
GUEDEL, JOHN
NBC—People Are Funny.

— H —

HAMILTON, BILL
ABC—Tennessee Jed.
HANNA, ARTHUR
CBS—Perry Mason.
HARDING, LARRY
CBS—Jean Sablon.
HARGIS, TOM
CBS
HARPER, LENIE
CBS—County Fair.
HARRELL, CHARLES
ABC
HARRIS, LESLIE
CBS—Rosemary, Prudential Family Hour.
HARRIS, MARY
CBS—G. E. House Party.
HARRISON, JEANNE
ABC—Boston Blackie.
HAUPT, JAMES
NBC—Cities Service, Serenade to America, American Album of Familiar Music.
HAYS, LARRY
MBS
HECK, HOMER
NBC
HELLER, ROBERT
CBS
HERBERT, CHARLES
MBS—Sound Off With Mark Warnow.
HINES, DREX
ABC
HOLCOMBE, HARRY
NBC—Curtain Time.
HOLINGER, MANN
CBS—Songs By Sinatra.
HOLM, FLOYD
NBC—Truth or Consequences.
HOWARD, CY
CBS
HUGHES, GORDON T.
CBS
HUMMERT, FRANK
NBC—Backstage Wife, Front Page Farrell, Lorenzo Jones, Waltz Time, Stella Dallas.
HUSTON, TED
CBS—Big Sister.
HUTTO, MAX
NBC

— I —

IRISH, JACK
MBS—Your Richfield Reporter.

— J —

JACKSON, JAY
MBS—Susan Kent Sings.
JACKSON, RILEY
NBC—Quiz Kids.
JOHNSTON, CLINT
CBS—Yours Sincerely

— K —

KARN, BIL
NBC—Fabulous Dr. Tweedy.
KAYE, AL
NBC—Burns & Allen.
KEIM, ROBERT
MBS
KENNEDY, DALE
MBS—Victor H. Lindlahr.
KING, CHARLES
CBS—Wings Over Jordan.
KNIGHT, PAUL
NBC—Kraft Music Hall, Story To Order.
KOPLAN, HARRY
CBS—That's Life.
KOSTE, WALTER
NBC—Percolator Party.
KUHL, CARL
CBS—Maizie.

— L —

LAFFERTY, PERRY
MBS—A Brighter Tomorrow.
LaFRANDRE, JACK
MBS—Chicago Theatre of The Air.
LAWRENCE, WILLIAM
CBS—Screen Guild Players.
NBC — Carolyn Gilbert, Echoes From The Tropics.
LATEAU, HERB
NBC—Words & Music, National Farm And Home Hour.
LEDER, HERB
NBC—Jack Berch Show.
LEONARD, RICHARD
CBS—Mr. Keen Tracer of Lost Persons.
NBC—Stella Dallas.
LEWIS, RICHARD
MBS — Johnson Family, Quick As A Flash.
LIVINGSTONE, CHARLES
ABC—Green Hornet, Lone Ranger.
LOEB, MARX
CBS
LOUGHRIN, DICK
NBC
LOVE, ANDREW
SBC—Noah Webster Says
LOVETON, JOHN
NBC—Mr. & Mrs. North.
ABC—Walter Winchell.
LYMAN, JACK
NBC—Victor Borge Show.

— Mc —

MacGREGOR, JOCK
MBS—Nick Carter.
MacGREGOR, KEN
NBC—Archie Andrews, Solitaire Time.

— M —

MACK, DICK
CBS—Joan Davis Show.
MACK, HELEN
NBC—A Date With Judy.
MACK, NILA
CBS—Let's Pretened.
MacKAYE, FRED
CBS—Lux Radio Theater.
MAGNEY, MARTIN
CBS—Lone Journey.
MANHEIM, MANNY
CBS—Sweeney & March.
MANSFIELD, IRVING
CBS—Arthur Godfrey's Talent Scouts.
MANSFIELD, JOE
NBC
MARQUIS, ARNOLD
NBC—Pacific Story.
MARSHALL WILLIAN
ABC—American Melodies.

MARTIN, DON C.
Director - Owner, Don Martin School of Radio Arts; b. Kansas City, Mo., Nov. 19, 1909; St. Benedict College.

MARTINI, ROLAND
CBS—Saturday Night Serenade.
MASTERSON, JOHN
ABC—Breakfast In Hollywood, Bride & Groom.
MAXWELL, JESSICA
MBS—Hop Harrigan.
MAYNARD, GEORGE
CBS.
McCARTHY, FRANK
MBS—Scout About Town.
McGILL, EARLE
ABC—MBS
McGILL, JERRY
CBS—Big Town.
McGILL, WALTER
NBC—Telephone Hour.
McKNIGHT, TOM
ABC—New Adventures of Sherlock Holmes.
McLEOD, KEITH
MBS—Red Skeleton Show.
MICHAELIS, ARNOLD
MBS
MICHEL, WERNER
CBS
MIDDLETON, GLENN
NBC—Amos 'n Andy.
MITCHELL, JOHN
MBS
MITCHELL, LES
NBC—Masquerade.
MORROW, WILLIAM
ABC—Bing Crosby.
MORSE, CARLETON E.
NBC—One Man's Family.

MOSMAN, JACK
CBS—Red Barber
MOSS, HERB
CBS—Hildegarde.
MUNROE, PAUL
MBS—CBS—Crime Doctor
MURPHY, PAT
ABC—Jack Armstrong.
NELSON, JOHN
ABC—Breakfast In Hollywood.
NOVIK, MORRIS
ABC—Listen To LaGuardia.

— O —

O'CONNOR, FRANK
NBC
OSTROFF, MANNING
NBC—Eddie Cantor Show.
OWNS, FORREST
ABC—Lum 'n Abner.

— P —

PACKHAM, ELDRIDGE
NBC — Chesterfield Supper Club.
PAPP, FRANK
NBC—Eternal Light, Your United Nations.
PARKER, JOE
NBC—Rudy Vallee.
PARKS, ROBERT
MBS
PETERSON, CLIFF
ABC—Breakfast Club.
PHILLIPS, PAUL
NBC—Fitch Bandwagon.
PIERCE, PAUL
CBS—Stars Over Hollywood.
PIERCE, SAM
CBS—Dick Haymes Show.
PITTMAN, FRANK
NBC—Fibber McGee & Molly.
POLA, EDDIE
NBC—Alan Young Show.
POLESIE, HERB
CBS—It Pays To Be Ignorant.
POWERS, CHARLES
ABC—Dick Tracy, Henry Morgan Show, The Fat Man.

— R —

RAMSEY, WALLY
ABC—Danger Dr. Danfield.
MBS—Mystery Is My Hobby.
READY, ELIZABETH
MBS—Monica Makes Music.
REAGAN, NEIL
CBS—Dr. Christian.
REDD, ROBERT L.
NBC—Sealtest Village Store.
CBS—Hollywood Startime.
REEG, LEONARD
ABC—Dark Venture, I Deal In Crime.
REILLY, HOWARD
NBC—Fred Allen.
RICCA, ERNEST
MBS—CBS
RICE, HERBERT
MBS—Special Investigator, Spotlight On America.
RIDER, GENE
CBS.
RINES, JOE
NBC—Judy Canova Show.
CBS—Mel Blanc Show.
RIPLEY, JOE
CBS—Hour of Charm.
ROBINSON, MAURICE
NBC—Sports Newsreel of the Air.
ROBSON, WILLIAM N.
CBS—Hawk Larabee.
ROLAND, WILL
CBS—Arthur Godfrey.
ROLFS, MARY BETH
MBS—What The Veteran Wants To Know.
ROUNDTREE, MARTHA
MBS—Leave It To The Girls, Meet The Press.
ROUSSEAU, WILLIAM
ABC—Murder and Mr. Malone.
ROWLAN, ROY
CBS—Baby Snooks Show.
RUBIN, JACK
MBS—By Popular Demand.
ABC—Break The Bank, The O'Neills, Try and Find Me.

— S —

SACK, VICTOR
CBS—Grand Slam.
SANVILLE, RICHARD
CBS.
SAZ, HARRY
NBC—Kay Kyser's College of Musical Knowledege.
SCANLAN, WALTER
ABC—Harvel Music Time, The Doctors Talk It Over.
SEACHRIST, CECIL
MBS—Tell Your Neighbor.
SEYDEL, VIC
ABC—Fishing & Hunting Club.
SHAYON, ROBERT LOUIS
CBS.
SHELDON, JAMES
MBS—Crimes of Carelessness.
SHERDEMAN, TED
ABC—Louella Parsons.
SIMMONS, ED
NBC—Roy Rogers Saturday Night Roundup.
SMITH, BEVERLY
NBC—Portia Faces Life.
SPEAR, WILLIAM
CBS—Suspense, Sam Spade.
SPEARS, HARRY
CBS—Take It Or Leave It.
STAHL, MYRTLE
MBS—Northwest Reviewing Stand.
STANFORD, TONY
NBC—Duffy's Tavern.
STEEL, ROBERT
CBS—Aunt Jenny's Real Life Stories.
STEPHENSON, BOB
NBC—Bob Hope.
STRAUM, NAT
NBC—Teen Timers Club.
SULDS, IRVING
MBS—American Forum of the Air.
SWEETS, WILIAM
ABC—Police Woman, Counterspy, Gaugbusters.
SWEETSER, NORMAN
NBC—Just Plain Bill.

— T —

TAYLOR, GLENHALL
Mgr. Hollywood Office, N. W. Ayer & Son, Inc., Freelance Radio Director; b. Buffalo, N. Y., June 22, 1903; Dir., Fabulous Dr. Tweedy; Sherlock Holmes.

TELFORD, FRANK
NBC—Molle Mystery Show.
THOMPSON, JOE
NBC—Bob Burns Show.
ABC—Jimmy Fidler.
TODD, BETTY
CBS—Danny O'Neill's Show.
TODMAN, BILL
CBS—Winner Take All.
TUCKER, MADGE
ABC—Coast To Coast On a Bus.

— U —

UHL, DICK
CBS—Dick Haymes Show.
ULRICH, AL
NBC—Women In White.
URQUHART, CHARLES
NBC—CBS

— V —

VAIL, LESTER
NBC—Aldrich Family.
VALENTINE, LEW
NBC—Dr. I. Q.
VANDA, CHARLES
CBS—NBC
VAN HARTESVELDT, FRAN
NBC—Great Gildersleeve.
VAN OSTRAND, JACK
CBS—Mayor of the Town.
VINCENT, CHICK
NBC—Pepper Young
VOUTAS, GEORGE
NBC—Honeymoon in New York, RCA-Victor Show.

— W —

WALKER, ELBERT
MBS
WARBURTON, CHARLES
ABC—My True Story.
WARD, ALBERT
CBS
WEIHE, FRED
CBS—Young Dr. Malone.
WELINGTON, JOHN
MBS—Double Or Nothing.
WHITE, CHARLES
CBS—Bob Hawk Show.
WIEST, GEORGE
ABC
WILGUS, BILL
CBS—Dinah Shore Show.
WILKINSON, JOHN
ABC—The Sheriff.
WOLFF, NAT
CBS—Eddie Bracken Show.
NBC—Abbott & Costello.
WOODRUFF, FRAN K
CBS—This Is Hollywood.

— Y —

YOUNG, DAVE
CBS—Surprise Party.
YOUNG, RUSSELL
MBS—Captain Midnight.

— Z —

ZACHARY, GEORGE
CBS—Vaughan Monroe Show.
ZOLLER, JOHN
NBC—Cavalcade of America.

Home Economics Directors

of Stations in United States

Alabama

Birmingham, WAPI.....Delmar Bradley
Mrs. Leo Copeland
Birmingham, WBRC.....T. Brown
Selma, WGWC.....Mercedes Howard
Birmingham, WSGN....McClelland Van der Veer
Decatur, WMSL.....Ann Kimbrough
Florence, WJOI.....Ruby Dee Thrasher
Jasper, WWWB.....Freda Hilton
Montgomery, WMGY.....Martha Hall
WSFA.....Esther Mahoney
Muscle Shoals, WLAY.....Corrie McGraw
Opelika, WJHO.....Ann Davis
Sylacauga, WFEB.....Eloise Cameron

Arizona

Bisbee, KSUN.....Mary Packer
Mesa, KARV.....Betty Allen
Phoenix, KOY.....Gary Lee
KPHO.....Helen Mary Knox
KTAR.....Virginia Kirby
Safford, WGLU.....Margaret Wallace
Yuma, KYUM.....Betty Dayton

Arkansas

Harrison, KHOZ.....Julia Hathcoat
Jonesboro, KBTM.....Veda Beard
Little Rock, KARK....Carolyn Frazier Williams
North Little Rock, KXLR.....Bobbie Forster

California

Bakersfield, KAFY.....Mrs. Grace Watkins,
Miss Lorine Harries
KERO.....Laural Clendennen
Brawley, KROP.....Lillian Phillips
El Centro, KXO.....Edith Gullett
Eureka, KIEM.....Bets Wilson
Fresno, KFRE.....Frances Quinn
KMJ.....Pauline Edward Jones
Hollywood, KFWB.....Marsha Walton
Indio, KREO.....Bonnie Gibson
Long Beach, KGER.....Irene Cook
Los Angeles, KECA.....Frances Scully
KHJ.....Norma Young
Merced, KYOS.....Becky Bedesen
Monterey, KDON.....June Hollman
Oakland, KWBR.....Jan Kenyon
Pasadena, KWKW.....Helen Vander Hyde
Red Bluff, KBLF.....Thelma H. Weeks
Redding, KVCV.....Norma Lee
San Diego, KFMB.....Shirley Bradley
KGB.....Molly Morse
San Francisco, KFRC.....Josephine Martin
KGO.....Ann Holden
KPO.....Jan Lee
San Jose, KLOK.....Ruth Poindexter
KQW.....Katherine Kerry
KSJO.....D. J. Madison
San Luis Obispo, KVEC.....Anita Banning
Santa Barbara, KDB.....Dorothy Covell
KIST.....Mary Mason
Stockton, KWG.....Gail Mayers
Visalia, KTKC.....Dot Barnett

Colorado

Denver, KFEL.....Kay Martin
KOA.....Evadna Hammersley
Grand Junction, KFXJ.....Helen Rose
Greeley, KFKA.....Mildred Hotchkiss
Trinidad, KCRT.....Mrs. Jerry Thompson
KSFT.....Margaret Richter

Connecticut

Bridgeport, WICC.....Florence Robinson
WNAB.....Darcy Peatt
Hartford, WONS.....Claire Gibson
WTIC.....Betty Pattee
New Britain, WKNB.....Virginia Murphy
New Haven, WELI.....Jeanne Porter
WNHC.....Mary di Fant
New London, WNLC.....Jane C. Cobb
Norwich, WNOC.....Miss Elmina Brooks
Stamford, WSTC.....Nell Daugherty
Waterbury, WATR.....Miriam Hurlburt
WBRY.....Fay Clark
WWCO.....Lois Fenton

Delaware

Wilmington, WILM.....Margery Price,
Lucille Wiltbank

District of Columbia

Washington, WINX.....Pat Griffith
WMAL.....Mrs. Ruth Crane
WOL.....Marion Sexton
WRC.....Nancy Osgood
WTOP.....Elinor Lee
WWDC.....Muriel Evans

Florida

Jacksonville, WMBR.....Kay Stanly
WPDQ.....Anne Daly
Lakeland, WLAK.....Jean Carey
Miami, WGBS.....Mrs. Jane Butler
WIOD.....Billie Womack
WQAM.....Alaine Powell
Miami Beach, WKAT.....Ucola Katzentine
Osala, WTMC.....Candy Keith
Orlando, WDBO.....Jane Ward
Pensacola, WBSR.....Eliazeth Jackson
WCOA.....Jane Smith
St. Petersburg, WTSP.....Barbara San
Tampa, WDAE.....Miss Kay Dowst
West Palm Beach, WJNO.....Kay Lowe

Georgia

Albany, WALB.....Mae Humber
Atlanta, WATL.....Para Lee Brock
Cedartown, WGAA.....Rowena Whitfield
Columbus, WRBL.....Rose Flournoy
Covington, WMOC.....Jean Botts
Dalton, WBLJ.....Louise Glaze
Fitzgerald, WBHB.....Betty Lou Godwin
Macon, WBML.....Dot Drieman
WMAZ.....Mary Ellen Findley
Milledgeville, WMVG....Bernice Brown McCullar
Rome, WRGA.....Kitty Alford
Savannah, WCCP.....Virginia Rountree
WSAV.....Alberta Beckwith
WTOC.....Mary W. Davis
Waycross, WAYX.....Mrs. Walter Kearson

Idaho

Burely, KBIO.....Carol Long
Idaho Falls, KID.....Evelyn Cox

Nampa, KFXD.....Ruby Elder
Pocatello, KEIO.....Mildred Hubbard
Wallace, KWAL.....Betty Spencer

Illinois

Aurora, WMRO.....Jeanne Doran
Belleville, WIBV.....Ruby Johnson
Bloomington, WJBC.....Ardith Meeker
Centralia, WCNT.....Anne Collins, Doris Green
Chicago, WAAF.....Cynthia Coyle
WENR.....Beaulah Karney
WLS.....Martha Crane, Helen Joyce
WMAQ.....Elizabeth Hart
Decatur, WSOY.....Jane Waddell
Galesburg, WGIL.....Lucile Selkirk
Harrisburg, WEBQ.....Mrs. Fred Lindsay
Herrin, WJPF.....June Wynn
Jacksonville, WLDS.....Virginia Colwell
Hattoon, WLBH.....Marijane Robertson
Moline, WQUA.....Helen Day
Pekin, WSIV.....Mary Jean Van Note
Peoria, WMBD.....Mary Linda Grimm
Rockford, WROK.....Olga Johannes
Rock Island, WHBF.....Millicent Polley
Springfield, WCVS.....Mary Dilley
Tuscola, WDZ.....Virginia Craig

Indiana

Elkhart, WTRC.....Leah Reich
Fort Wayne, WGL.....Madge Roemer
Fort Wayne, WOWO.....Jane Weston
Hammond, WJOB.....Kitty Blake
Indianapolis, WFBM.....Mrs. Rose Lee Farrell
WIBC.....Jane Day
WISH.....Catherine Daniels
Kokomo, WKMO.....Madge Dalzell
Richmond, WKBV.....Frances Eward
South Bend, WHOT.....Mrs. J. B. Riley
WSBT.....Eleanor Moore
Vincennes, WAOV.....Ann Wagner
West Lafayette, WBAA.....Clarene Abshier

Iowa

Ames, WOI.....Martha Duncan
Creston, KSIB.....Dorothy Lindley
Davenport, WOC.....Mary Louise Marshall
Decorah, KWLC.....Delores Hanson
Des Moines, KRNT.....Wynn Hubler Speece, Betty Wells
Dubuque, WKBB.....Virginia Wagner
Fort Dodge, KVFD.....Mary Rankin
Ottumwa, KBIZ.....Rosa Lee Shay, Roberta Burns
Shenandoah, KFNF.....Adelia Shoemaker
KMA.....Leanna Driftmier, Edith Hansen, Lina Ferguson
Spencer, KICD.....Jeanne Lee
Waterloo, KXEL.....Irene DuMond

Kansas

Great Bend, KVGB.....Miss Kay Lovitt
Wichita, KANS.....Josephine Rice
KFH.....Ethel Jane Zerkle

Kentucky

Ashland, WCMI.....Blanche Seay
Bowling Green, WLBJ.....Doris Daniels
Harlan, WHLN.....Eula Jones
Henderson, WSON.....Martha Jane Reed
Hopkinsville, WHOP.....Bonnie Bessire
Lexington, WKLX.....Sara Deane
Louisville, WAVE.....Mary Jane Jesse
WHAS.....Lu Murphy
WINN.....Louise Weiller, Gertrude Hardeman
Paducah, WPAD.....Evelyn Carroll

Louisiana

Houma, KCIL.....Mary Elizabeth Conwell
Monroe, KNOE.....Dixie Madden
New Orleans, WDSU.....Shirley Kilgore
WJBW.....Anne Kennedy
WWL.....Suzanne Javeau

Maine

Augusta, WFAU.....Catherine Rice
Bangor, WABI.....Charlotte Carter
Lewiston, WCOU.....Roselle Coury Fortier
Portland, WCSH.....Agnes Gibbs
WGAN.....Dorothy Wadman
Presque Isle, WAGM.....Florence Teahan
Waterville, WTVL.....Deborah Cotton

Maryland

Baltimore, WBAL.....Dorothy Cotton
WDAO.....Bettie McCall
WFBR.....Martha Ross Temple
Frederick, WFMD.....Mrs. J. Messersmith
Hagerstown, WJEJ.....Roma C. Preman

Massachusetts

Boston, WBZ-WBZA.....Mildred Carlson
WCOP.....Mildred Bailey
WEEI.....Heloise Parker Broeg
WMEX.....Marie Mason
Fitchburg, WEIM.....Mrs. Dottie McKittrick
Greenfield, WHAI.....Irmarie Scheuneman
Holyoke, WHYN.....Helen Hope
Lawrence, WLAW.....Eileen Kneeland, Ada Bray
Lowell-Lawrence.....Betty Chalmers Clayton
Salem, WESX.....Irene Roberts
Springfield, WSPR.....Lorraine Guertin

Michigan

Adrian, WABJ.....Mrs. Robert McCreery
Detroit, WJR.....Agnes Clark
WXYZ.....Edythe Fern Melrose
East Lansing, WKAR.....Jeanette Lee
Flint, WFDF.....Marjorie Swanson
Ironwood, WJMS.....Rose Isaac
Kalamazoo, WKZO.....Joan Carter
Muskegon, WKBZ.....Fran Dick
Saginow, WSAM.....Yvonne Lafferty

Minnesota

Mankato, KYSM.....Loretta Ulmen
Minneapolis, KUOM.....Jo Bjornson
WDGY.....Sally Delaney
WTCN.....Arleth Haeberle
Northfield, WCAL.....Gwendolyn Thompson
St. Cloud, KFAM.....Patricia Pattison
Willmar, KWLM.....Irene Peters
Winona, KWNO.....Marjorie Mitchell

Mississippi

Columbus, WCBI.....Bert Beck
Jackson, WSLI.....Caroline Mayes
Laurel, WLAU.....Nancy Allen
Natchez, WMIS.....Wilna Nichols
Tupelo, WELO.....Emily Grantham

Missouri

Clayton, KFUO.....Lysle Dielman
Columbia, KFRU.....Dorothy Taylor
Joplin, KSWM.....Ethel Owens
WMBH.....Billie Hunt
Kansas City, KCMO.....Anne Hayes
KMBC.....June Martin
WDAF.....Martha Spalding
Poplar Bluff, KWOC.....Helen M. Petersen
St. Joseph, KRES.....Dorothy Philipps
St. Louis, KXOK.....Kay Morton
WEW.....Louise Munsch
Springfield, KWTO.....May Kennedy McCord

Montana

Anaconda, KANA.....Barbara Nicholson
Billings, KBMY.....Elaine Mikalson

Bozeman, KRBM.....Betty Klaskell
Butte, KGIR.....Joyce Gilham
Miles City, KRJF.....Frances Drum
Missoula, KGVO.....Mrs. Berlin Boyd
Sidney, KGCX.....Fay Halvorson

Nebraska

Kearney, KGFW.....Peg Biber
Lincoln, KFOR.....Mary Elizabeth Stewart
Norfolk, WJAG.....Mary Moore
No. Platte, KODY.....Louise Epp
Omaha, KOIL.....Belle West
KOWH.....Martha Bohlsen
Scottsbluff, KGKY.....Mrs. L. R. Boyd

Nevada

Boulder City, KBNE.....Lee De Leon
Reno, KATO.....Betty Barr

New Hampshire

Concord, WKXL.....Blanche Crippen
Keene, WKNE.....Ruth Redington
Laconia, WLNH.....Marie Forsberg
Manchester, WFEA.....Adeline Casseboom, Janet Carr
WMUR.....Julia Blake
Portsmouth, WHEB.....Lee Spencer

New Jersey

Bridgeton, KWNJ.....Phyllis Houston
Paterson, WPAT.....Adele Hunt
Trenton, WTTM.....Minerva Davenport
Vineland, WWBZ.....A. C. Whitman

New Mexico

Albuquerque, KOB.....Mary Walker
Artesia, KSVP.....Josephine Tandy
Hobbs, KWEW.....Inez McCombs
Las Vegas, KFUN.....Dorothy G. Thwaites
Santa Fe, KTRC.....Lee Sawyers
KVSF.....Christine Kelly, Carolyn Campbell
Silver City, KSIL.....Mag Everingham

New York

Batavia, WBTA.....Jane Bonney
Binghamton, WNBF.....Sara Burbank
Buffalo, WBEN.....Sally Work
WEBR.....Dorothy Shank
Elmira, WENY.....Katherine Randolph
Ithaca, WHCU.....Gertrude W. Grover
Kingston, WKNY.....Everice C. Parsons
Middletown, WALL.....Gale Gray
Newburgh, WGNY.....Margaret Robinson
New York, WHN.....Ella Mason, Carlton Fredericks
WINS.....Dorothy Day
WJZ.....Nancy Craig, Alma Kitchell
WLIB.....Lillian Black
WMCA.....Isabella Beach
WNYC.....Lilian Supove
WQXR.....Alma Dettinger, Charlotte Adams
Niagara Falls, WHLD.....Jessie McConnell
Ogdensburg, WSLB.....Flo Beach Rowe
Plattsburg, WMFF.....Betty Kraus
Poughkeepsie, WKIP.....Fern Morris
Schenectady, WSNY.....Martha Smith
Syracuse, WAGE.....Wynne Parrish
WSYR.....Ine McNay
Troy, WTRY.....Mary Elizabeth Gaynor
Utica, WIBX.....Eliazeth Odames
Watertown, WATN.....Jane Lewis
WWNY.....Gwen E. Scanlin
White Plains, WFAS.....Joan Schneider, Helen Morris
Woodside, WWRL.....Mona Fisher, Pat Becker

North Carolina

Asheville, WNCA.....Hazel Williams
Burlington, WBBB.....Carol Winter
Charlotte, WAYS.....Mona Paine
WSOC.....Trippy Walker
Durham, WDUK.....Mildred Fazzin
WHHT.....Vera Ervin
WTIK.....Jocelyn Landvoigt
Elizabeth City, WCNC.....Elsie Bray
Goldsboro, WGBR.....Margaret Long
Greensboro, WBIG.....Margaret Leonard
WGBG.....C. V. Smith
Hendersonville, WHKP.....Mrs. Agnes Leach
Jacksonville, WJNC.....Margaret Sullivan
Leaksville, WLOE.....Mabel M. Gunn
Lenoir, WJRI.....Katherine Babb
Lumberton, WTSB.....Ellenor French
Raleigh, WPTF.....Harriet Pressly
Whiteville, WENC.....Margaret McNeill
Wilson, WGTM.....Emily Crandall
Winston-Salem, WAIR.....Doris Pardington

North Dakota

Grand Forks, KILO.....Elaine Vig
Minot, KLPM.....Harriet Frank

Ohio

Akron, WHKK.....Peg Rodgers
Ashtabula, WICA.....Millicent Soet
Canton, WCMW.....Phyllus Bacheldor
WHBC.....Carol Adams
Cincinnati, WKRC.....Helen Nugent
WLW.....Ruth Lyons, Katherine Fox, Mary Brady
WSAI.....Kay Hamilton
Cleveland, WGAR.....Esther Mullin
WHK.....Eleanor Hanson
WJW.....Dorothy Day
WTAM.....Mildred Funnell
Columbus, WBNS.....Fern Sharp
WCOL.....Mrs. Phillip Houston
WHKC.....Rita Thomas
WOSU.....Miriam Foltz
Dayton, WHIO.....Madeline Wise
Findlay, WFIN.....Faythe Vent
Hamilton, WMOH.....Millie Soule, Luella Engel
Lima, WLOK.....Donna Day
Marion, WMRN.....Madge Cooper
Portsmouth, WPAY.....Lucile Graham
Springfield, WIZE.....Mrs. Alice Bahman
Steubenville, WSTV.....Janet Reid
Toledo, WSPD.....Norma H. Richards
WTOD.....Josephine Cody
WTOL.....Marjorie Wells
Warren, WRRN.....Jean L. Krieger
Youngstown, WFMJ.....Marion Resch

Oklahoma

Ada, KADA.....Betty Hughes
Bartlesville, KWON.....Dee Dee Frieday
McAlester, KTMC.....Mollie Hutcheson
Muskogee, KBIX.....Beverly Kobel
Norman, WNAD.....Betty Jane McClain
Oklahoma City, KOCY.....Helen B. Schuyler
Shawnee, KGFF.....Mrs. Sue McGee
Tulsa, KTUL.....Mary Louise Fandel

Oregon

Ashland, KWIN.....Mrs. Margaret Ritchie
Baker, KBKR.....Grace Baer
Corvallis, KOAC.....Mary Lou Armstrong
The Dalles, KODL.....Eunice La Sell
Eugene, KUGN.....Gere Arnold, Jo Hoffman
Ontario, KSRV.....Velma Morton
Pendleton, KWRC.....Doris Forsman
Portland, KALE.....Roxie Frederickson
KEX.....Kay West

Pennsylvania

Butler, WISR.....Gladys Borne
Dubois, WCED.....Virginia Wade
Johnstown, WARD.....Jean Davies
Lancaster, WLAN.....Ivy Lauer
Lebanon, WLBR.....Dora-Mary Staver

Lewistown, WMRF.....Rita McCoy
McKeesport, WEDO.....Bea Stevenson
New Castle, WKST.....Shirley Kerr
Norristown, WNAR.....Jackie Greco
Philadelphia, KYW.....Ruth Welles
WCAU.....Creighton Stewart
WFIL.....Anice Ives
WIBG.....Zella Drake Harper
Pittsburgh, KDKA.....Evelyn Gardiner
KQV.....Jane Gibson
WCAE.....Florence Sando
WJAS.....Ann Cristy
WWSW.....Marie Wilk
Reading, WEEU.....Barbara Lenker
WHUM.....Eva Sandeffer
Scranton, WARM.....Lynn Lewis
Uniontown, WMBS.....Elinor Johnston
Warren, WNAE.....Marian Potter
Washington, WJPA.....Ellen Yowers
York, WSBA.....Kathryn S. Bollinger

Rhode Island

Pawtucket, WFCI.....Betty Gunning
Providence, WEAN.....Carolyn Wallace
WPRO.....Elizabeth Frazier

South Carolina

Charleston, WTMA.....Alicia Rhett
Columbia, WCOS.....Ruth Hope
WIS.....Christie Zimmerman
Conway, WLAT.....Rose Harley
Florence, WOLS.....N. L. Royster
Greenville, WFBC.....Alice Wyman
Hartsville, WHSC.....Eleanor Flowers
Spartanburg, WORD.....Cele Roberts
WSPA.....Jane Dalton

South Dakota

Rapid City, KOTA.....Jean Mitchell
Sioux Falls, KSOO.....Bee Baxter
Yankton, WNAX.....Wynn Hubler Speece

Tennessee

Athens, WLAR.....Edna Weeks
Chattanooga, WAGC.....Millicent Thomas
Cookeville, WHUB.....Anne Peary
Elizabethton, WBEJ.....Charlotte Fortune
Greenville, WGRV.....Eileen O'Shaughnessy
Johnson City, WJHL.....Alice Friberg
Knoxville, WNOX.....Nikki Beach
WROL.....Martha Leslie
Memphis, WHHM.....Josephine McKinnon
WMC.....Olivia Browne
WMPS.....Kay Allen
Nashville, WSM.....Marjorie Cooney

Texas

Abilene, KRBC.....Ann O. Smart
Amarillo, KGNC.....Gloria DeVore
Austin, WTBC.....Irene Crockett
Big Spring, KBST.....Joy Lane
Brownwood, KBWD.....Ann Ellis
El Paso, KROD.....Helen Fryer
Houston, KPRC.....Alfred Daniel
Kilgore, KOCA.....Pauline Kilsdonk
Laredo, KPAB.....Geneva Chambers
Odessa, KECK.....Glenda Huffman
KRIG.....Kay McKenna
Pampa, KPDN.....Nora Day
Pecos, KIUN.....Louise Hawkins
San Antonio, KTSA.....Betty Burns
San Antonio, WOAI.....Marjorie Hart
Tyler, KGKB.....Minnie B. Ulmer
Vernon, KVWC.....Mae Belle Riedel
Wichita Falls, KWFT.....Gerry Wright

Utah

Cedar City, KSUB.....Mona Taylor
Ogden, KLO.....Helen Rice
Provo, KOVO.....Gertrude Wiseman
Salt Lake City, KDYL.....Mary Jane Phillippi
KUTA.....Mildred Baker

Vermont

Burlington, WCAX.....Ethel Starbird
WJOY.....Jo Ann Walkover
St. Albans, WWSR.....Lorraine Parsons

Virginia

Harrisonburg, WSVA.....Lois Shirkey
Newport News, WGH.....Doris Evelyn Ross
Norfolk, WTAR.....Alice Brewer White
Richmond, WRNL.....Joyce O'Neill
Roanoke, WSLS.....Virginia Krebs

Washington

Aberdeen, KXRO.....Lois Johnson
Bellingham, KVOS.....Georgia Hale
Ellensburg, KCOW.....Marjorie Kendall
Everett, KRKO.....Shirley Rae
Longview, KWLK.....Mary Martin
Olympia, KGY.....Patricia Lee
Seattle, KEVR.....Audrey Clark
KIRO.....Irene Flyzik
KOL.....Sharon Kane
KOMO.....Anne Sterling
Spokane, KFPY.....Margurite Smith
KGA.....Edna Storms
Tacoma, KMO.....Gail Clark
KTBI.....Mildred Price
Wenatchee, KPQ.....Dorothy Lee
Yakima, KIT.....Edna Waugh

West Virginia

Charleston, WCHS.....Melva Graham
WGKV.....Ann Davis
WKNA.....Mary Jordan
Ronceverte, WRON.....Charlotte G. Blake
Welch, WBRW.....Pat Ware
Williamson, WBTH.....Alice Shein

Wisconsin

Ashland, WATW.....Mary Jean Anno
Janesville, WCLO.....Mrs. Adeline Dunn
La Crosse, WKBH.....Cora Hauser
Madison, WHA.....Mrs. Aline Hazard
Manitowoc, WOMT.....Lillian Kadow
Medford, WIGM.....Irma Meyer
Milwaukee, WEMP.....Gloria Gross
WISN.....Mary Ann LeMay
WTMJ.....Nancy Grey
Sheboygan, WHBL.....Marion Heiden
Superior, WDSM.....Elinor Barney
Wausau, WSAU.....Louise M. Gohdes

Wyoming

Casper, KDFN.....Mrs. D. L. Hathaway
Rock Springs, KVRS.....Imogene Parr
Sheridan, KWYO.....Nora Spracklin

TERRITORIES OF THE U. S.

Alaska

Anchorage, KFQD.....Dorothy Jacobson
Fairbanks, KFAR.....Miriam Dickey
Ketchikan, KTKN.....Dale DeArmond

Hawaii

Honolulu, KGMB.....Lesly Rice
Honolulu, KPOA.....Harriet Argenbright

Puerto Rico

Mayaguez, WPRA.....Maria Alvarez DeMoran
San Juan, WIAC.....Esther Pales
San Juan, WKAQ.....Sofia Rodriguez
WNEL.....Blanca Rivero

Managers and Agents

Address and Telephone Numbers of Those Who Handle Talent in New York, Los Angeles and Chicago

☆ NEW YORK ☆

Agneta, Nicholas T.
Rockefeller Plaza.....COlumbus 5-2142

Allen, Charles H.
RKO Bldg. .....CIrcle 7-4124

Appell, James
400 Madison Ave.....PLaza 3-7840

Batchelor Enterprises, Inc.
30 Rockefeller Plaza.....CIrcle 6-4224

Becker Adv. Service, V. S.
562 Fifth Ave.....CIrcle 7-2800

Bentham, M. S.
48 West 48th St.....BRyant 9-1227

Bestry, Harry
1776 Broadway.....CIrcle 6-7094

Bloom, Joseph
19 West 44th St.....VAnderbilt 6-5080

Briscoe & Goldsmith, Inc.
522 Fifth Ave.....MUrray Hill 2-6244

Brown, Chamberlain
145 W. 45th St.....BRyant 9-8480

Century Artists, Ltd.
38 E. 57th St.....PLaza 3-1030

Chapman, Bruce & Co.
145 West 41st St.....WIsconsin 7-9244

Chase, Cleveland B., Inc.
424 Madison Ave.....ELdorado 5-1720

Collins, Ted
1819 Broadway.....CIrcle 7-0094

Coe Associates, Robert
366 Madison Ave.....VAnderbilt 6-3417

Columbia Concerts, Inc.
113 W. 57th St.....CIrcle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza.....COlumbus 5-3580

Cooper, Frank
521 Fifth Ave.....VAnderbilt 6-5661

Crosby, Everett, Ltd.
1270 Sixth Ave.....CIrcle 6-3860

DeGroot Consultants, Inc., Roy
10 East 40th St.....LExington 2-6140-1

Downey, Wallace, Inc.
1819 Broadway.....CIrcle 6-6646

Dube, Harry S.
1270 Sixth Ave. .....COlumbus 5-7035

Evans & Salter
113 W. 57th St.....CIrcle 7-6900

Fadiman Associates, L. H.
1501 Broadway.....LAckawanna 4-3544

Fanchon & Marco, Inc.
1501 Broadway.....CHickering 4-3956

Fenton, Mildred
1501 Broadway .....CHickering 4-8240

Frederick Bros. Artists Corp.
RKO Bldg.....CIrcle 6-2144

Gale, Inc.
48 W. 48th St.....LOngacre 3-0350

Getts, Clark H.
430 Park Ave.....PLaza 8-0190

Gibbs & Co., John E.
9 Rockefeller Plaza.....COlumbus 5-4888-9

Glaser, Joe, Inc.
745 Fifth Ave.....PLaza 5-0078

Haensel & Jones
113 W. 57th St.....CIrcle 7-6900

Hahlo, Sylvia
711 Fifth Ave.....PLaza 3-0820

Hanna, Mark
654 Madison Ave.....REgent 4-6250

Hayward, Leland, Inc.
444 Madison Ave.....ELdorado 5-4100

Hesse & McCaffrey
501 Madison Ave.....ELdorado 5-1076

Hurok Attractions, Inc.
711 Fifth Ave.....PLaza 3-0820

International Artists Corp.
420 Madison Ave.....PLaza 9-7490

Karn, Estella H.
49 West 45th St.....VAnderbilt 6-3860

Kaufman, Jesse L., Inc.
1841 Broadway.....COlumbus 5-2050

Kerr, Bob
1270 Sixth Ave.....COlumbus 5-8051

Leddy, Mark J.
48 W. 48th St.....BRyant 9-1631

Lengel, William C., Literary Associates
1501 Broadway.....LOngacre 3-2800

Liebling-Wood
551 Fifth Ave.....VAnderbilt 6-3714

Lipset, Ben B., Inc.
1350 Broadway .....CHickering 4-2466

Lyons, A. & S., Inc.
515 Madison Ave.....PLaza 3-5181

Management Corp. of America
745 Fifth Ave.....WIckersham 2-8900

Metro Artist Bureau
730 Fifth Ave.....CIrcle 6-8470

Michaud, A. T.
1619 Broadway.....CIrcle 7-4064

Morris, William, Agency
1270 Sixth Ave.....CIrcle 7-2160

Moses, John, Inc.
730 Fifth Ave.....CIrcle 6-2677

Music Corporation of America
745 Fifth Ave.....WIckersham 2-8900

National Concert & Artists Corp.
711 Fifth Ave.....PLaza 3-0820

National Radio & Theatrical Bureau
1650 Broadway .....COlumbus 5-7131

North, Meyer B.
1564 Broadway .....BRyant 9-6847

O'Connor, Johnny
1697 Broadway.....CIrcle 6-3500

Okun, Lilian, Inc.
2 West 67th St.....TRafalgar 7-8916

Oxley, Harold
424 Madison Ave.....ELdorado 5-3500

Peters, Dell
521 Fifth Ave.....VAnderbilt 6-1750

Popular Concerts Guild
1270 Sixth Ave.....COlumbus 5-8051

Pratt, Ben
332 East 50th St.....PLaza 3-6394

Richards Agency, Max
1776 Broadway .....CIrcle 7-4074-5

Romm, Harry A., Inc.
1270 Sixth Ave.....CIrcle 7-7543

Roth, Allen
48 W. 48th St.....LOngacre 3-3836

Rubinoff Enterprises
1501 Broadway .....LAckawanna 4-7147

Salkow Agency
366 Madison Ave.....MUrray Hill 2-6119

Myron Selznick & James L. Saphier & Co.
610 Fifth Ave.....CIrcle 7-6200

Shank, Mary L.
9 Rockefeller Plaza.....COlumbus 5-1332

Shurr, Louis
1501 Broadway.....CHickering 4-8240

Small, Franklin H.
149 West 51st St.....CIrcle 6-9400

Souvaine, Henry, Inc.
30 Rockefeller Plaza.....CIrcle 7-5666

Special Attractions, Inc.
48 W. 48th St.....BRyant 9-2030

Stanley, Aileen
1619 Broadway.....COlumbus 5-9025

Tyro Productions
1697 Broadway .....COlumbus 5-3737

Vallee, Rudy, Orchestra Units Corp.
9 Rockefeller Plaza .....CIrcle 7-2620

Vallon, Mike
1270 Sixth Ave.....CIrcle 7-0162

Waible, Fred
270 Park Ave.....PLaza 8-0344

Weber, Edwin
156 West 44th St.....BRyant 9-6624

Wilson, Roy (Wilson, Powell & Hayward)
444 Madison Ave.....PLaza 9-4961

Wolf Associates, Inc.
420 Madison Ave.....PLaza 5-7620

Yost, Ben, Inc.
1650 Broadway.....CIrcle 6-6533

Zucker, Stan
420 Madison Ave.....PLaza 3-0163

☆ *LOS ANGELES* ☆

Allen, Larry, Inc.
6381 Sunset Blvd., Hollywood 28
HEmpstead 0421

Allenberg-Berg
121 S. Beverly Dr. (B.H.)...CRestview 6-3131

Bernie, Herman
208 S. Beverly Dr. (B.H.)...CRestview 5-0117

Bloom, Phil
8506 Sunset Blvd., Hollywood 46
CRestview 1-3353

Brown, Flo-Jan Grippo
1586 Cross Roads of the World
Hollywood 28 .....HEmpstead 4879

Blum, Ralph
9441 Wilshire Blvd. (B.H.)..CRestview 6-6909

Carol, Sue & Associates
9006 Sunset Blvd., Hollywood 46
CRestview 1-8151

Charney, William B.
8736 Sunset Blvd., Hollywood 46
HOllywood 1131

Cooley, Hallam Agency
9111 Sunset Blvd., Hollywood 46
CRestview 5-6161

Crosby, Everett N., Ltd.
9028 Sunset Blvd., Hollywood 46
CRestview 1-1171

Dolan, Ken & Company
1556 N. Wilcox Ave., Hollywood 28
HOllywood 3553

Donaldson-Middleton, Inc.
8734 Sunset Blvd., Hollywood 46
CRestview 1-5181

Dupont, E. A.
8511 Sunset Blvd., Hollywood 46
CRestview 6-4168

Edington, Harry E.
9441 Wilshire Blvd. (B.H.)
CRestview 1-6239

Famous Arts Corp.
9441 Wilshire Blvd. (B.H.)..CRestwood 1-5222

George Frank, Inc.
1626 N. Vine St. (28).....HIllside 3188

Frederick Bros. Artists Corp.
8584 Sunset Blvd., Hollywood 46
CRestview 1-6244

Garland, Charles
204 S. Beverly Dr. (B.H.)...CRestview 1-7357

Gear, Bruce
247 S. Beverly Dr. (B.H.)...CRestview 5-3035

General Artists Corp.
9028 Sunset Blvd., Hollywood 46
CRestview 1-8101

Goldstone, Nat
9121 Sunset Blvd., Hollywood 46
CRestview 6-1071

Hamilburg, Mitchell
8780 Sunset Blvd., Hollywood 46
CRestview 1-5108

Herzbrun Agency, Walter
9000 Sunset Blvd., Hollywood 46
CRestview 6-4157

Irwin, Inc., Lou
9134 Sunset Blvd., Hollywood 46
CRestview 1-7131

Jaffe, Sam
8553 Sunset Blvd., Hollywood 46
CRestview 6-6121

Kane Agency, Walter
8584 Sunset Blvd., Hollywood 46
CRestview 6-2396

Kempner, Inc., Alex
8611 Sunset Blvd., Hollywood 46
CRestview 5-0104

Kerner, Sam
6605 Hollywood Blvd., Hollywood 28
HIllside 7239

Levee, M. C.
119 S. Beverly Dr. (B.H.)...CRestview 1-5781

Lyons, Inc., A. & S.
356 N. Camden Dr. (B.H.)..CRestview 1-6131

MacQuarrie
8506 Sunset Blvd., Hollywood 46
CRestview 6-7162

Marin, Elwood
6362 Hollywood (28)
HEmpstead 9810

Marshall, Reg. D.
1508 Cross Roads of the World
Hollywood 28 .....HOllywood 8238

Mashio, John
420 N. Camden Dr. (B.H.)..CRestview 6-7015

MCA Artists, Ltd.
9300 Burton Way (B.H.)....CRestview 6-2001

McConkey Orchestra Co.
847 Seward St., Hollywood 38.HEmpstead 7141

Monter-Gray, Inc.
8736 Sunset Blvd., Hollywood 46
CRestview 1-1191

Morris Agency, Wm.
202 N. Canon Drive (B.H.)..CRestview 1-6161

National Concert & Artists Corp.
9059 Sunset Blvd., Hollywood 46
CRestview 1-7121

Orsatti Agency
9130 Sunset Blvd., Hollywood 46
CRestview 6-6241

Polan & Rosenberg
451 N. La Cienega Blvd., Hollywood
CRestview 6-4900

Rantz, Louis
9121 Sunset Blvd., Hollywood 46
CRestview 6-1071

Rose, Harold
9441 Wilshire Blvd. (B.H.)..CRestview 6-7049

Rush, Inc., Art
1500 N. Vine St., Hollywood 28
HIllside 5161

Salkow Agency
9119 Sunset Blvd., Hollywood 46
CRestview 1-9134

Samuels, David S.
1717 N. Vine St., Hollywood 28..GRanite 3693

Saphier, James L.
9538 Brighton Way (B.H.)..CRestview 1-7231

Schiefer, Philip M.
9172 Sunset Blvd., Hollywood 46
CRestview 5-2844

Shauer, Melville A.
9120 Sunset Blvd., Hollywood 46
CRestview 1-1103

Sherman, Edward, Agency
8533 Sunset Blvd., Hollywood 46
CRestview 5-0186

Shurr, Louis
327 N. Rodeo Drive, (B.H.)
CRestview 1-1116

Silber, Arthur-Ray Cooper
1586 Crossroads of the World
Hollywood 28 .....HIllside 7219

Small Company, The
8272 Sunset Blvd., Hollywood 46
HOllywood 2722

Somlyo, E. T.
242 N. Canon Dr. (B.H.)....CRestview 6-2042

Stanley-Kramer-Lyon
6047 Hollywood Blvd., Hollywood 28
HEmpstead 4853

Stempel, Frank
8736 Sunset Blvd., Hollywood 46
CRestview 1-5121

Stewart, John A.
165 N. La Brea Ave., Los Angeles
YOrke 7191

Stiefel, Samuel H.
8782 Sunset Blvd., Hollywood 46
CRestview 1-5691

Ullman-Gertz
8979 Sunset Blvd., Hollywood 46
CRestview 1-5669

Vallee, Rudy, Presents
6253 Hollywood Blvd., Hollywood 28
HIllside 8161

Vincent, Frank W.
242 N. Canon Dr. (B.H.)....CRestview 6-2042

Volck, George A.
9441 Wilshire Blvd. (B.H.)..CRestview 6-3121

Wendling, Charles
9156 Sunset Blvd., Hollywood 46
CRestview 6-2348

Winkler, Daniel M.
9470 Santa Monica Blvd. (B.H.)
CRestview 1-7244

Wookey & Gwynn
6331 Hollywood Blvd., Hollywood 28
HEmpstead 6828

Woolfenden, Bill
8584 Sunset Blvd., Hollywood 28
CRestview 1-6244

CHICAGO

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave.....WABash 6761

Benn Theatrical Agency
64 West Randolph St.....DEArborn 6850

Brown, Vic
221 N. LaSalle St.....STAte 3310

Colored Radio Artists Assn.
3458 S. State St.....VICtory 7917

Columbia Concerts, Inc.
Wrigley Bldg. .....SUPerior 2542

Consolidated Radio Artists of Ill.
32 W. Randolph St.....FRAnklin 8300

Ellsworth, W. M.
75 East Wacker Drive.....CENtral 0942

Frederick Bros. Artists Corp.
75 E. Wacker Drive.....STAte 0003

General Artists Corp.
360 N. Michigan Ave.....STAte 6288

Gordoni Radio Productions
1258 S. Michigan Ave.....WEBster 2161

Gumbiner Management Co.
120 S. LaSalle St.....STAte 0248

Herman, Sam
54 W. Randolph St.....STAte 2147

Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....DELaware 7334

Levin, W. Biggie
612 N. Michigan Ave.....SUPerior 0506

Lutz, Estelle, Artists Bureau
25 E. Jackson.....HARrison 3435

Morris, William, Agency
203 N. Wabash Ave.....STAte 3632

Morse, Sidney P.
64 E. Lake St.....ANDover 2878

Music Corporation of America
430 N. Michigan Ave.....DELaware 1100

National Concert & Artists Corp.
222 W. No. Bank St.....SUPerior 4042

North, Stanley
29 E. Jackson.....WABash 5595

Parks, James & Co.
333 N. Michigan Ave.....CENtral 7980

Schuster, Milton
127 North Dearborn.....DEArborn 3633

WGN Concert & Artist Bureau
441 N. Michigan Ave.....SUPerior 0100

WLS Artists Bureau
120 W. Washington Blvd.....MONroe 9700

World Talent Bureau, Inc.
301 East Erie St.....SUPerior 9114

PROGRAMS



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Title

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Advertiser and Product

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Network

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Advertising Agency

Complete Listing of Major Networks — Commercial Programs of 1946

Following pages contains a complete listing of four national network commercial programs heard during the 12-month period ending Dec. 31, 1946. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
A Present from Hollywood	William S. Scull Co. Boscul Tea	ABC	M. H. Hackett Co.
Abbott & Costello	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC	William Esty & Co.
Abbott Mysteries, The	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co.
Academy Award Theater	E. R. Squibbs & Sons All Products	CBS	Geyer-Cornell & Newell, Inc.
Adventures of Bill Lance	Planters Nut & Chocolate Co. Peanuts & Peanut Oil	NBC	Raymond R. Morgan Co.
Adventures of Bulldog Drummond	Lewis-Howe Company Nature's Remedy	MBS	Olian Advertising Co.
Adventures of Ozzie & Harriet	International Silver Co. Sterling & 1847 Rogers	CBS	Young & Rubicam, Inc.
Adventures of Sam Spade	Wildroot Co., Inc. Wildroot Cream Oil	CBS	B.B.D.&O., Inc.
Adventures of Sherlock Holmes, The	Petri Wine Co. Wine	MBS	Young & Rubicam New York
Adventures of the Falcon, The	American Safety Razor Corp. Gem Razor Blades	MBS	Federal Advertising Agency
Adventures of the Thin Man	General Foods Corp. Post Toasties, Sanka & Instant Sanka	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.

Alan Young Shaw, The	Bristol-Myers Co. Ipana & Vitalis	NBC	Young & Rubicam
Aldrich Family, The	General Foods Grape Nuts Grape Nuts Flakes Birdseye Frosted Foods	NBC	Benton & Bowles, Inc.
Aldrich Family	General Foods Corp. Grapenuts & Grapenut Flakes, Postum	CBS	Young & Rubicam, Inc. Foote, Cone & Belding
A. L. Alexander's Mediation Board	Serutan Company Serutan-Nutrex	MBS	Grant Advertising, N. Y. Eff. 3/1/46 Roy S. Durstine Inc.
Alex Drier, news	Skelly Oil Co. Petroleum products	NBC	Henri, Hurst & McDonald
All-Star Baseball Game	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon Inc., N. Y.
All-Star Football Game	Wilson Sporting Goods Co. Sporting Goods	MBS	Ewell & Thurer Associ. Chicago
Alvin Wilder—Commentary	Sealy Mattress Co. (mattresses)	ABC—PC	Alvin Wilder Adv. Ag.
Amanda	Sterling Drug Inc. Phillips Tablets, Toothpaste, Energine	CBS	Dancer-Fitzgerald-Sample, Inc.
Amazing Mrs. Danbury with Agnes Moorehead	Lewis-Howe Co. Tums	CBS	Roche Williams & Cleary, Inc.
American Album of Familiar Music	Sterling Products Co. Bayer Aspirin	NBC	Dancer-Fitzgerald-Sample
American Legion Fights	Adam Hat Stores Inc. Adam Hat	MBS	LaRoche & Ellis, N. Y.
American Melody Hour	Sterling Drug Co. Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
American Radio Warblers	American Bird Products Inc. Bird Food	MBS	Weston-Barnett, Inc. Chicago
Amos 'n' Andy	Lever Brothers Rinso	NBC	Ruthrauff & Ryan
Andrew Sisters	Nash-Kelvinator Corp. Nash Cars & Kelvinator Refrigerators	CBS	Geyer, Cornell & Newell, Inc.
Armstrong Theater of Today	Armstrong Cork Co. Quaker Rugs, Linoleum Products, Floor Coverings	CBS	B.B.D. & O, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Army Football Games	U. S. Army Recruiting Service	ABC	N. W. Ayer & Son, Inc.
Army-Navy Game	Gillette Safety Razor Co.	NBC	Maxon Inc.
Arthur Hale	Richfield Oil Corp., N. Y. Oil & Gasoline	MBS	Hixson-O'Donnell Adv. New York
Aunt Mary	Safeway Stores Kitchen Kraft Flour	NBC	Walter Thompson Co.
Aunt Jenny	Lever Bros. Co. Rinso, Spry	CBS	Ruthrauff & Ryan, Inc.
A Woman's Life	Lever Bros. Co. Swan Soap	CBS	Young & Rubicam, Inc.
B			
Baby Snooks Show	General Foods Corp. Jell-O, Jell-O Puddings, Sanka	CBS	Young & Rubicam, Inc.
Bachelor's Children	Continental Baking Co. Wonder Bread & Hostess Cakes	CBS	Ted Bates, Inc.
Backstage Wife	Sterling Products Co. Dr. Lyons Tooth Powder Energine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample
Beautiful Music	John H. Breck, Inc. (Breck Hair Shampoo)	ABC	Charles Sheldon Adv.
Benny Walker's Kitchen	Tillamook Creamery Cheese	NBC	Botsford, Constantine & Gardner
Betty Crocker	General Mills Cake Flour—Softasilk	NBC	Knox-Reeves Adv. Agency, Inc.
Betty Moore	Benjamin Moore & Co. (Paints)	ABC	St. Georges & Keyes, Inc.
Beulah Show	Lewis Howe Co. Tums	CBS	Roche, Williams & Cleary, Inc.
Bible Institute	Bible Institute of Los Angeles Religious Talks	MBS	The Tullis Co. Los Angeles
Big Sister	Lever Bros. Co. Rinso	CBS	Ruthrauff & Ryan, Inc.
Big Sister	Procter & Gamble (Ivory Soap)	CBS	Compton Advt. Inc.

Big Town	Sterling Drug Inc. Ironized Yeast	CBS	Pedler & Ryan, Inc.
Bill Henry, News	Johns-Manville Corp. Building Material	CBS	J. Walter Thompson Co.
Billie Burke Show	Lambert Co. Listerine Tooth Powder	CBS	Lambert & Feasley, Inc.
Bing Crosby	Philco Corp. Philco Radios	ABC	Hutchins Advtg. Co.
Blind Date	Lehn & Fink Products Corp. (Hinds Honey & Almond Cream & Hand Lotion)	ABC	Wm. Esty & Co.
Blondie	Colgate-Palmolive-Peet Co. Super Suds	CBS	Wm. Esty & Co.
Bob Burns Show	Lever Brothers Lifebuoy Soap	NBC	Ruthrauff & Ryan
Bob Burns Show	Whitehall Pharmacal Co. Anacin, Kolynos	NBC	Sullivan, Stauffer, Colwell & Bayles
Bob Crosby Show	Ford Motor Co. Ford Motor Cars	CBS	J. Walter Thompson Co.
Bob Garred—News	Manhattan Soap Co. Sweetheart Soap	CBS—PC	Duane Jones Co.
Bob Garred—News	Peter Paul, Inc. Candy Bars	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred—News	"42" Products, Inc. Hair Oil and other products	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred—News	Soil-Off Mfg. Co.	CBS—PC	Ruthrauff & Ryan, Inc. Frank Oxarart Co.
Bob Garred—News	Studebaker Corp. (Motor Cars)	CBS—PC	Roche, Williams & Cleary, Inc.
Bob Garred—News	Vick Chemical Co. Vick's Vaporub, Vatronol, Cough Drops, Inhaler	CBS—PC	Morse International, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co.
Bob Hope Show	Lever Brothers Toothpaste Toothbrushes Tooth Powder	NBC	Foote, Cone & Belding

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Bob Nichols	Fisher Flouring Mills Co. (Fisher's Cereal Products)	ABC—PC	Pacific Nat'l Adv.
Bob Wills & His Texas Playboys	Fisher Flouring Mills Co. (Fisher's Cereal Products)	ABC—PC	Pacific Nat'l Adv.
Boston Symphony	Allis Chalmers Mfg. Co.	ABC	Compton Adv., Inc.
Breakfast Club	Swift & Co. Kay Daumit, Inc. (Lustre Cream Shampoo) Philco Corporation (refrigerators)	ABC	J. Walter Thompson Hill Blackett & Co. Hutchins Adv. Co., Inc.
Break the Bank	Bristol Myers Co. (Mum, Sal-Hepatica, Vitalis)	ABC	Doherty, Clifford and Shenfield
Break the Bank	Vick Chemical Co. Vick's Va-Tro-Nol & Vapo-Rub	MBS	Morse International, Inc. New York
Bride And Groom	Sterling Drug Inc. (Drug Products)	ABC	Dancer-Fitzgerald-Sample Inc.
Buck Rogers	General Foods Corp., N. Y. Corn Toasties	MBS	Benton & Bowles Inc. New York
Burl Ives	Philco Corp. Philco Radios	MBS	Hutchins Advertising Co. New York
Burritt Wheeler	Loma Linda Food Co. Loma Linda Foods	CBS—PC	Elwood J. Robinson Adv. Agcy.
Burritt Wheeler	Wilco Co. "Clearex" window cleaner "Bif" insect spray	CBS—PC	Elwood J. Robinson Adv. Agcy.
By Popular Demand		MBS	Bermingham, Castleman & Pierce New York
Call of the Range	Grove Lab. Inc. (Cold Tablets)	CBS—PC	Duane-Jones Co.
Calamity Jane with Agnes Moorehead	Lewis-Howe Co. Tums	CBS	Roche, Williams & Cleary, Inc.
Campbell Room with Hildegarde	Campbell Soup Co. All Products	CBS	Ward-Wheelock Co.
Can You Top This?	Colgate-Palmolive-Peet Palmolive Brushes & lather shave creams	NBC	Ted Bates

Captain Midnight	Wander Company Ovaltine	MBS	Ruthrauff & Ryan Chicago
Carroll Alcott, News	Campbell Soup Co. All products	CBS—PC	Ward Wheelock Co.
Case Book of Gregory Hood	Petri Wine Company Petri Wine	MBS	Young & Rubicam New York
Cavalcade of America	E. I. duPont de Nemours Institutional	NBC	B.B.D. & O.
Cecil Brown	Murine Company Eye Lotion	MBS	B.B.D. & O. Chicago
Cedric Foster	Employer's Group Insurance Co. Insurance	MBS	H. B. Humphrey Co. St. Louis
Champion Rollcall	Champion Spark Plug Co. Spark Plugs	ABC	MacManus, John & Adams, Inc.
Charles Collingwood	Peter Paul, Inc. Candy products	CBS	Platt-Forbes, Inc.
Charlie McCarthy & Edgar Bergen	Standard Brands Chase & Sanborn Coffee Royal Desserts	NBC	J. Walter Thompson
Checkerboard Jamboree (formerly Opry House Matinee)	Ralston-Purina Company Cereal & Farm Foods	MBS	Gardner Adv. Co. St. Louis
Chesterfield Supper Club	Liggett & Meyers Chesterfield Cigarettes	NBC	Newell-Emmett
Chester Morrison	Esquire Inc. (Coronet Mag.)	ABC	Schwimmer & Scott
Chet Huntley, News	Kelite Products, Inc. Kenu Cleanser	CBS—PC	Little & Co.
The Christian Science Monitor Views The News	Christian Science Publishing Society	ABC	H. B. Humphrey Co.
Circle Arrow Show, The	Western Auto Supply Automobile Accessories & Household Appliances	NBC	Bruce B. Brewer Co.
Club Time	Club Aluminum Products Co. (Aluminum Household Utensils)	ABC	Trade Development Corp.
Coke Club with Morton Downey	Coca-Cola Company	MBS	D'Arcy Advertising Co. New York
Collins Calling	Washington Cooperative Farmers Products (Chicken Products)	ABC—PC	Pacific National Adv.
Contented Hour, The	Carnation Company Carnation Milk	NBC	Erwin Wasey Co.

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Continental Celebrity Club	**Continental Can Co.** Institutional, Packaging, Plastic Products	CBS	B.B.D. & O., Inc.
Corliss Archer	**Campbell Soup Co.** All Products	CBS	Ward Wheelock Co.
Cotton Bowl Game	**Gillette Safety Razor Co.** Safety Razors & Blades	MBS	Maxon Inc. New York
Counterspy	**Universal Match Corp.** (Old Nick & Bit O' Honey)	ABC	Schwimmer & Scott Adv. Agency
County Fair	**Borden Co.** Instant Coffee	CBS	Kenyon & Eckhardt, Inc.
Crime Cases of Warden Lawes	**Trimount Clothing Co. Inc.** Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
Crime Doctor	**Philip Morris & Co. Ltd., Inc.** Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Crime Photographer	**Anchor Hocking Glass Corp.** Anchorglass, Fire King Ovenglass Products	CBS	Wm. H. Weintraub & Co.
Crooks' Cruise	**Guittard Chocolate Co.** Chocolate & Chocolate Products	CBS—PC	Garfield & Guild
Curtain Time	**Mars, Inc.** (Candy)	ABC	Grant Advertising Inc.
Curtain Time	**Mars, Inc.** (Candy)	NBC	Grant Advertising Inc.
D			
Danger, Dr. Danfield	**Knox Co.** (Cystex & Mendace)	ABC	Robt. R. Raisbeck Agency
Danny Kaye Show	**Pabst Sales Co.** Pabst Blue Ribbon Beer	CBS	Warwick & Legler, Inc.
Dark Venture	**The Wildroot Co., Inc.** (Wildroot Creme Oil)	ABC	B.B.D. & O.
Darts For Dough	**Dr. Pepper Co.** (Dr. Pepper Carbonated Beverage)	ABC	Tracy-Locke & Co., Inc.
Date With Judy, A	**Lewis Howe Co.** Tums	NBC	Roche, Williams & Cleary, Inc.
David Harum	**B. T. Babbitt Co.** Bab-O	NBC	Duane Jones
Day in the Life of Dennis Day, A	**Colgate-Palmolive-Peet** Colgate Dental Cream	NBC	Ted Bates

Detect & Collect	B. F. Goodrich Co. (Tires and Other Goodrich Products)	ABC	B.B.D. & O., Inc.
D&H Miners	Hudson Coal Co. Coal	NBC	The Clements Co.
Dick Cutting—News	Vick Chemical Co. (All Products)	CBS—PC	Morse International, Inc.
Dick Haymes Show	Electric Auto-Lite Co. Spark Plugs & Auto Accessories	CBS	Ruthrauff & Ryan, Inc.
Dick Tracy	Sweets Company of America (Tootsie V-M)	ABC	Ivey & Ellington Inc.
Don't You Believe It	Chemicals, Inc. Vano Household Chemical	CBS—PC	Garfield & Guild
Dorothy Dix Program	Union Pharmaceutical Co. Saraka	ABC—PC	Abbott, Kimball Co., Inc.
Double or Nothing	Pharmaco, Inc. Feen-A-Mint and/or Chooz	MBS	Ruthrauff & Ryan New York
Dr. Christian	Chesebrough Mfg. Co. Petroleum Jelly & Hair Tonic	CBS	McCann-Erickson, Inc.
Dr. I.Q.	Mars Inc. Candy	NBC	Grant Advertising Inc.
Drew Pearson	The Frank H. Lee Co. (Hats)	ABC	Wm. H. Weintraub & Co., Inc.
Drene Show, The	Procter & Gamble Drene	NBC	Castor, Ferrell, Chesley & Clifford
Durante-Moore Show	United-Rexall Drug Co. Drugs	CBS	N. W. Ayer & Sons
Leo Durocher	G. N. Coughlin Co. Chimney Sweeps	ABC	Roche, Williams & Cleary, Inc.
Duffy's Tavern	Bristol-Meyers Ipana & Trushay	NBC	Young & Rubicam Inc.

E

Earl Godwin	National Board of Fire Underwriters (Fire Insurance)	ABC	MacFarland, Aveyard & Co.
Earl Wilson	General Cigar Co. White Owl Cigars	MBS	J. Walter Thompson New York
East-West Football Game	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon Inc. New York

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Eddie Bracken Show	Texas Company Texaco Products	CBS	Buchanan & Co., Inc.
Eddie Cantor	Bristol-Meyer Ipana & Trushay	NBC	Young & Rubicam
Eddie Cantor	Pabst Brewing Co. Blue Ribbon Beer	NBC	Warwick & Legler
Eddie Dooley's All American Football Roundup	All American Football Conference Football	MBS	Frederick-Clinton Co. New York
Ed Sullivan's Pipelines	Larus & Brother Co., Inc. Chelsea Cigarettes & Edgeworth Tobacco)	ABC	Warwick & Legler, Inc.
Edward Maher	Liberty Magazine Inc.	ABC	Warwick & Legler, Inc.
Edward R. Murrow	American Oil Co. Lubricants, Gas and Oil	CBS	Joseph Katz Co.
Electric Hour with Nelson Eddy	Electric Companies Adv. Program Institutional	CBS	N. W. Ayer & Son, Inc.
Elgin Christmas Show	Elgin National Watch Co. Watches	CBS	J. Walter Thompson Co.
Elgin Thanksgiving Show	Elgin National Watch Co. Watches	CBS	J. Walter Thompson Co.
Ellery Queen	Whitehall Pharmacal Co. div. of American Home Products Corp. Anacin and Kolynos	CBS	Ruthrauff & Ryan, Inc. Sullivan, Staufler, Colwell & Bayles, Inc.
Elmer Peterson, News	Planters Nut & Choc. Co. Peanuts, Peanut Oil	NBC	Raymond R. Morgan Co.
Encore Theater	Schenley Laboratories, Inc. Penicillin	CBS	The Biow Co., Inc.
Esquire All American Boys Baseball Game	General Mills Inc. Wilson Sporting Goods Co. Sporting Goods	ABC	Knox Reeves Adv. Agency. Ewell & Thurber
Exploring the Unknown	Revere Copper & Brass Inc. Institutional	MBS	St. George & Keyes
F			
Fabulous Dr. Tweedy, The	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC	Foote, Cone & Belding
Fact & Fiction	Brown & Williamson Tobacco Co.	ABC	Russell M. Seeds Co., Inc.
Fact Finder with Delmar Edmonson	Metropolitan Life Insurance Co. Insurance Services	CBS—PC	Young & Rubicam, Inc.

Famous Jury Trials	**Williamson Candy Co.** Candy Bars	**ABC**	**Aubrey, Moore & Wallace**
Fashions & Perfumes	**Coty Inc.** Cosmetics	**MBS**	**Direct**
F.B.I. in Peace and War	**Procter & Gamble Co.** Lava Soap	**CBS**	**The Biow Co., Inc.**
Fibber McGee and Molly	**S. C. Johnson Co.** Floor Wax	**NBC**	**Needham, Louis & Brorby, Inc.**
Fight of the Week	**Adam Hat Stores Inc.** Adam Hats	**MBS**	**LoRoche & Ellis** New York
First Nighter	**Campana Sales Co.** All Products	**CBS**	**Wallace-Ferry-Hanly Co.**
Fitch Bandwagon	**F. W. Fitch Co.** Shampoo, Hair Tonic & Brushless Shave Cream	**NBC**	**L. W. Ramsey**
Fleetwood Lawton	**Whitehall Pharmacal Co.** Anacin	**NBC**	**Dancer-Fitzgerald-Sample**
Football Games	**U. S. Army Recruit Service**	**ABC**	**N. W. Ayer & Son, Inc.**
Ford Festival of American Music	**Ford Motor Co.** Automobiles, Service & Parts	**ABC**	**Kenyon & Eckhardt, Inc.**
Ford Show starring Dinah Shore	**Ford Motor Co.** Ford Motor Cars	**CBS**	**J. Walter Thompson Co.**
Forever Ernest	**Emerson Drug Co.** Bromo-Seltzer	**CBS**	**B. B. D. & O., Inc.**
I. J. Fox Testimonial Dinner	**I. J. Fox** Institutional	**MBS**	**Pack Advertising Agency, Inc.** New York
Frank Hemingway	**Kerr Glass Mfg. Corp.** Glass Jars	**ABC—PC**	**Raymond R. Morgan Co.**
Frank Sinatra Show	**P. Lorillard Co.** Old Gold Cigarettes	**CBS**	**Lennen & Mitchell, Inc.**
Frank Singiser	**Sinclair Refining Co.** Oil & Gasoline	**MBS**	**Hixson-O'Donnell Adv.** New York
Fred Allen Show	**Standard Brands** Blue Bonnett Margarine Tenderleaf Tea	**NBC**	**J. Walter Thompson**
Fred Waring	**American Meat Institute** Meat	**NBC**	**Leo Burnett Co.**
Fred Waring	**Florida Citrus Commission** Canned Grapefruit Juice	**NBC**	**Benton & Bowles**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Free For All	H. H. Tanner, Inc. (Portrait Cold Wave)	CBS—PC	Mason-Gold Co.
Freedom of Opportunity	Mutual Benefit Health & Accident Assn.	MBS	Arthur Meyerhoff & Co. Chicago
Fresh Up Show, The	Seven-Up Bottling Co. Seven-Up	MBS	J. Walter Thompson Co. New York
Front Page Farrell	American Home Products Bisodol Powder Kolynos	NBC	Dancer-Fitzgerald-Sample
Front Page Features	Washington Cooperative Farmers' Assn. Lynden Foods	CBS—PC	Pacific National Adv. Agcy.
Front Page Features	E. L. Bruce Co. Bruce Floor Cleaner	CBS—PC	Christiansen Adv. Agcy.
Fulton Lewis, Jr.	G. N. Coughlan Mfg. Co. Chimney Sweep Soot Destroyer	MBS	Roche, Williams & Cleary, Inc. New York
Gabriel Heatter	Barbasol Co. Barbasol	MBS	Erwin Wasey & Co., Inc. New York
Gabriel Heatter	R. B. Semler Inc. Kreml Hair Tonic	MBS	Erwin Wasey & Co., Inc. New York
Gabriel Heatter	Serutan Co. Serutan and/or Nutrex	MBS	Grant Adv., Inc., N. Y. Eff. 3/1/46 Roy S. Durstine
Gabriel Heatter	Zonite Products Corp. Forhan's Toothpaste	MBS	Erwin Wasey & Co., Inc. New York
Gabriel Heatter's Brighter Tomorrow	Mutual Benefit Health & Accident Asnn.	MBS	Arthur Meyerhoff & Co. Chicago
Galen Drake	William H. Wise & Co. Inc. Books	ABC	Huber Hoge & Sons
Game of the Week	U.S. Army Recruiting Service Army Recruiting	MBS	N. W. Ayer & Son, Inc. New York
Gang Busters	L. E. Waterman Co. Fountain Pens	ABC	Radio Consultants, Inc.
Garden Gate	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
GE House Party	General Electric Co. Household Appliance Division	CBS	Young & Rubicam, Inc.

Gene Autry Show	**Wm. Wrigley Jr. Co.** Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Gillette Fights	**Gillette Safety Razor Co.** Gillette Razor Blades	ABC	Maxon, Inc.
Gillespie's Garden Guide	**Germain Seed & Plant Co.** Plants & Seeds	ABC—PC	Dudley L. Logan Adv.
Ginny Simms Show	**Borden Co.** All Products	CBS	Young & Rubicam, Inc.
Give & Take	**American Home Products Corp.** (Chef Boy-Ar-Dee Spaghetti Dinner)	CBS	McJunkin Advt. Co.
Grand Central Station	**Pillsbury Mills, Inc.** All Products	CBS	McCann-Erickson, Inc.
Grand Marquee	**William R. Warner Co., Inc.** Rayve Hair Cream & Shampoo	NBC	Roche, Williams & Cleary
Grand Ole Opry	**R. J. Reynolds Co.** Prince Albert Tobacco	NBC	William Esty & Co., Inc.
Grand Slam	**Continental Baking Co., Inc.** Wonder Bread & Hostess Cake	CBS	Ted Bates, Inc.
Great Gildersleeve, The	**Kraft Foods Co.** Velveeta, Parkay	NBC	Needham, Louis & Brorby, Inc.
Great Moments in Music	**Celanese Corp. of America** Celanese Products	CBS	Young & Rubicam, Inc.
Guiding Light, The	**General Mills** Betty Crocker Soups, Wheaties	NBC	Knox-Reeves Adv., Inc.

H

Hallmark's Charlotte Greenwood Show	**Hall Brothers Inc.** Hallmark Greeting Cards	ABC	Foote, Cone & Belding
Harry Flannery, News	**Bekins Van & Storage Co.** Storage	CBS—PC	Brooks Advertising Agcy.
Harry Flannery, News	**Planters Nut & Chocolate Co.** Peanuts & Peanut Oil	CBS—PC	Raymond R. Morgan Agency
Harvest of Stars	**International Harvester** Motor Trucks & Farm Machinery	NBC	McCann-Erickson, Inc.
Hedda Hopper's Hollywood	**Armour & Co.** Armour Products Acceptable to ABC	ABC	Foote, Cone & Belding
Helene Curtis Presents	**National Minerals Co.** Cold Wave and Shampoo	ABC—PC	Adolphe Wenland & Associates

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Henry Morgan Show	Eversharp Inc. Shick Injector Razors and Razor Blades	ABC	The Biow Company
Highways in Melody	Cities Service Co. Gas & Oil	NBC	Foote, Cone & Belding
Hildegarde	Brown & Williamson Tobacco Co. Kools, Raleigh Cigarettes & Tobacco	NBC	Russell M. Seeds Co.
His Honor the Barber	Balantine & Son Beer & Ale	NBC	J. Walter Thompson
Hoagy Carmichael	Safeway Stores Nu-Made Mayonnaise	NBC	J. Walter Thompson
Hoagy Carmichael Sings	Luden's Inc. All Products	CBS	J. M. Mathes, Inc.
Hobby Lobby	Anchor Hocking Glass Corp. Anchorglass, Fire King Ovenglass Products	CBS	Wm. H. Weintraub & Co.
Holiday & Co.	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Holiday for Music	Nash-Kelvinator Corp. Nash Cars & Kelvinator Refrigerators	CBS	Geyer, Cornell & Newell, Inc.
Holiday of Homicide	J. I. Fancy Frozen Foods Co. Frozen Foods	CBS—PC	Garfield & Guild
Hollywood Jackpot	Whitehall Pharmacal Co. div. of American Home Products Corp. Anacin and Kolynos	CBS	Dancer-Fitzgerald-Sample, Inc.
Hollywood Music Hall	Bekins Van & Storage Co. Moving and Storage	ABC	A. E. Brooks Adv. Agency
Hollywood Players	Cresta Blanca Wine Co. Cresta Blanaca Wines	CBS	B. B. D. & O., Inc.
Hollywood Preview	General Petroleum Corp. Petroleum Products	CBS—PC	Smith & Drumm, Inc.
Hollywood Star Time	General Motors Corp. Frigidaire Division	CBS	Foote, Cone & Belding
Hope Chest	Pic-Sweet Foods, Inc. Food Products	CBS—PC	Ruthrauff & Ryan, Inc.
Hop Harrigan	General Foods Corp. Grape Nut Flakes	ABC	Young & Rubicam, Inc.
Hour of Charm, The	General Electric Co. General Electric Lamps	NBC	Foster & Davies; B. B. D. & O.

Hour of Charm	**Electric Companies Advertising Program** Institutional	**CBS**	**N. W. Ayer & Son, Inc.**
House of Mystery	**General Foods Corp.** Post Toasties & Raisin Bran	**MBS**	**Benton & Bowles, Inc.** New York
Hymes of All Churches	**General Mills Co.** Cheerios & Kix	**ABC**	**Dancer-Fitzgerald-Sample, Inc.**
Ice Capades	**Ice Capades** Ice Capades	**MBS**	**Smith, Bull, McCreery** New York
Ice Follies	**Shipstad & Johnson** Institutional	**MBS**	**Smith, Bull & McCreery** Hollywood
Ilka Chase	**Berkshire Knitting Mills** Full Fashioned Stockings	**MBS**	**Geyer, Cornell & Newell, Inc.** New York
Indianapolis Speedway	**Perfect Circle Co.** Piston Rings	**MBS**	**Roger Beane Adv. Agency** Indianapolis
Information Please	**Parker Pen Co.** Parker Pens, Pencils, Quink	**CBS**	**J. Walter Thompson Co.**
Information Please	**Socony-Vacuum** Oil & Gasoline	**NBC**	**Compton Adv., Inc.**
Inner Sanctum	**Emerson Drug Co.** Bromo Seltzer	**CBS**	**B. B. D. & C., Inc.**
Inner Sanctum	**Lever Bros. Co.** Lipton's Tea & Soup	**CBS**	**Young & Rubicam, Inc.**
Inside Sports	**Bayuk Cigars Inc.** Phillies Cigars	**MBS**	**Neal D. Ivey** Philadelphia
Island Venture	**Wm. Wrigley Jr. Co.** Chewing Gum	**CBS**	**Arthur Meyerhoff & Co.**
It Couldn't Happen	**Sunset Oil Co.** Petroleum Products	**CBS—PC**	**Hillman-Shane**
It's Marvel Music Time	**Harvel Watches** Watches	**ABC**	**A. W. Lewin Co.**
It Pays to be Ignorant	**Philip Morris Co., Ltd., Inc.** Philip Morris Cigarettes	**CBS**	**The Biow Co., Inc.**
It's Up To Youth	**Triangle Publications Inc.** Seventeen Magazine	**MBS**	**Al Paul Lefton Co., Inc.** New York

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
J			
Jack Armstrong	General Mills Inc. Wheaties	ABC	Knox Reeves Adv. Co.
Jack Benny	American Tobacco Co. Lucky Strike, Pall Mall, Herbert Tareyton	NBC	Foote, Cone & Belding
Jack Berch Show	Prudential Insurance Co. of America Insurance	ABC	Benton & Bowles, Inc.
Jack Berch Show, The	Prudential Life Insurance Co.	NBC	Benton & Bowles
Jack Carson Show	Campbell Soup Co. Campbell Soup	CBS	Ward Wheelock Co.
Jack Haley with Eve Arden	Sealtest, Inc.	NBC	McKee & Albright
Jack in All Trades	R. B. Semler, Inc. Kreml Hair Tonic	CBS	Erwin Wasey & Co.
Jack Kirkwood Show	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Adv., Inc.
Jack Smith Show	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
James Abbe Observes	Fisher Flouring Mills Co. Cereal & Flour Products	ABC—PC	Pacific National Adv. Co.
Jean Sablon	Richard Hudnut Co. Cosmetics	CBS	Kenyon & Eckhardt, Inc.
Jergens Journal with Walter Winchell	The Andrew Jergens Co. Jergens Lotion, Woodbury Soap	ABC	Robert W. Orr & Associ., Inc.
Jimmy Carroll, Sings	E. R. Squibb & Sons All Products	CBS	Geyer, Cornell & Newell, Inc.
Jimmy Fidler	Carter Products Arrid	ABC	Sullivan, Stauffer, Colwell & Bayles
Joan Davis Show	Lever Bros., Co. Swan Soap	CBS	Young & Rubicam, Inc.
John J. Anthony	Carter Products Inc. Carter's Little Liver Pills	MBS	Ted Bates, Inc.
Joyce Jordan, M.D.	Procter & Gamble Co.	NBC	Dancer-Fitzgerald-Sample
Judy Canova	Colgate-Palmolive-Peet	NBC	Ted Bates, Inc.
Judy n Jill n' Johnny	Horwitz & Duberman Junior Miss Fashion Products	MBS	Sterling Advertising Co. New York

Just Plain Bill	Whitehall Pharmacal Co. Anacin	NBC	Dancer-Fitzgerald-Sample
J. W. Vandercook	General Motors	NBC	Arthur Kudner Agency, Inc.

K

Kate Smith Sings	General Foods Corp. Postum	CBS	Foote, Cone & Belding, Inc.
Kate Smith Speaks	General Foods Corp. Certo, Post 40% Bran Flakes, Post's Raisin Bran	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
Kaltenborn Edits the News	Pure Oil Co.	NBC	Leo Burnett
Kay Kyser	Colgate-Palmolive-Peet Palmolive Soap	NBC	Ted Bates, Inc.
Kellogg's Home Edition	The Kellogg Co. All-Bran	ABC	Kenyon & Eckhardt, Inc.
Kenny Baker Show	Proctor & Gamble Co. Ivory Snow	ABC	Benton & Bowles, Inc.
Kentucky Derby	Gillette Safety Razor Co. Shaving Cream, Blades	CBS	Maxon, Inc.
King Cole Trio Time	Wildroot Co. Cream Oil	CBS	B. B. D. & O.
King's Men, The	Brown & Haley Co. Almond Roca Candy	NBC	Honig-Cooper Co.
Knox Manning, News	McMahan Furniture Stores House Furnishings	CBS—PC	M-G-M Adv. Agency
Kraft Music Hall	Kraft Foods, Co. Kraft Spreads, Velveeta, Miracle Whip	NBC	J. Walter Thompson

L

Ladies Be Seated	Quaker Oats Co. Aunt Jemima Pancake Flour	ABC	La Roche & Ellis, Inc.
Lance Sunday News	Lance Inc. Toastchee Peanut Butter Crackers	ABC	Hugh A. Deadwyler, Inc.
Lanny Ross	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Adv., Inc.
Layman's View of the News, A	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	B. B. D. & O., Inc.
Let's Talk It Over Quentin Reynolds	Pepsi-Cola Company Pepsi Cola	MBS	Newell-Emmett Co. New York
Letters to Lindlahr	Serutan Company Serutan-Nutrex	MBS	Grant Adv., Roy S. Durstine, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Spic & Span	NBC	Dancer-Fitzgerald-Sample
Life Can Be Beautiful	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
Life of Riley, The	Procter & Gamble Co. Teel	NBC	Biow Co., Inc.
Light of the World	General Mills, Inc. All Amer. Enriched Flour	CBS	Dancer-Fitzgerald-Sample, Inc.
Lone Journey	Carnation Co. Carnation Evaporated Milk & Friskies Dog Food	CBS	Erwin Wasey & Co.
Lone Journey	Carnation Co. Carnation Milk, Friskies Dog Food	NBC	Edwin Wasey & Co., Ltd.
Lone Ranger	General Mills Inc. Cheerios & Kix	ABC	Dancer-Fitzgerald-Sample
Lora Lawton	B. T. Babbitt Co. Bab-O	NBC	Duane Jones Co.
Lorenzo Jones	Sterling Products Co. Phillips Creams	NBC	Dancer-Fitzgerald-Sample
Los Angeles Rams vs. Washington Red Skins	United-Rexall Drug Co. Drugs	CBS—PC	B. B. D. & O., Inc.
Louis-Conn Boxing Bout	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Louis-Mauriello Boxing Bout	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Louis Kaufman	Wm. H. Wise & Co. Inc. Publications	MBS	Huber Hugo & Sons New York
Lowell Thomas, News	Sun Oil Co. Bayer Aspirin, Gas & Oil	NBC	Roche, Williams & Cleary, Inc.
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.

Lum N' Abner	**Miles Laboratories** Alka-Seltzer	**ABC**	**Wade Advertising Co.**
Lutheran Hour	**Lutheran Laymen's League** Religion	**MBS**	
Lux Radio Theater	**Lever Bros. Co.** Lux Toilet Soap & Flakes	**CBS**	**J. Walter Thompson Co.**
Lyle Van—News	**R. B. Semler Inc.** Kreml Shampoo & Hair Tonic	**MBS**	**Edwin, Wasey & Co., Inc.** New York

M

Manhattan Merry-Go-Round	**Sterling Products Co.** Dr. Lyon's Tooth Powder	**NBC**	**Dancer-Fitzgerald-Sample**
Ma Perkins	**Procter & Gamble Co.** Oxydol	**NBC**	**Dancer-Fitzgerald-Sample**
Ma Perkins	**Procter & Gamble Co.** Oxydol	**CBS**	**Dancer-Fitzgerald-Sample, Inc.**
Maisie	**Eversharp, Inc.** Eversharp Pens, Pencils, Red Top Lead	**CBS**	**The Biow Co., Inc.**
Mary Lee Taylor	**Pet Milk Co.** 400-D Pet Milk	**CBS**	**Gardner Advertising Co.**
Mary Small Revue	**D. L. Clark Co.** Clark Candy Bars	**ABC**	**Batten, Barton, Durstine & Osborne**
Masquerade	**General Mills** Softasilk Cake Flour, Kix, 9MKT	**NBC**	**Dancer-Fitzgerald-Sample**
Maxwell House Coffee	**General Foods** Maxwell House Coffee	**NBC**	**Benton & Bowles, Inc.**
Mayor of the Town	**Noxzema Chemical Co.** Noxzema, Noxzema Shave Cream	**CBS**	**Ruthrauff & Ryan, Inc.** **Sullivan, Stauffer, Colwell & Bayles, Inc.**
Meet Me at Perky's	**P. Lorillard & Co.** Old Gold Cigarettes	**NBC**	**Lennen & Mitchell, Inc.**
Meet the Missus	**13 Varied Sponsors**	**CBS—PC**	
Mel Blanc Show	**Colgate-Palmolive-Peet Co.** Colgate Tooth Powder, Hala	**CBS**	**Sherman & Marquette, Inc.**
Mercury Summer Theater	**Pabst Sales Co.** Pabst Blue Ribbon Beer	**CBS**	**Warwick & Legler, Inc.**
Melody Trail	**Grove Laboratories, Inc.**	**CBS—PC**	**J. D. Tarcher & Co.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Metropolitan Opera	The Texas Co. Texaco Petroleum Products	ABC	Buchanan & Co.
Milwaukee's 100th Birthday Party	Joseph Schlitz Brewing Co. Institutional	ABC	McJunkin Adv. Co.
Michael Shayne	Hastings Manufacturing Co. Piston Rings	MBS	Keeling & Co., Inc. Indianapolis
Mobil Touchdown Tips	General Petroleum Corp. Petroleum Products	NBC	Smith & Drum, Inc.
Mommie & the Men	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
Monday Morning Headlines	Seeman Bros., Inc. Airwick	ABC	William H. Weintraub & Co., Inc
Money on the Line	Safeway Stores, Inc. Sunnybank Margarine	CBS—PC	McCann-Erickson, Inc.
Mr. District Attorney	Bristol-Meyers Sal-Hepatica, Vitalis	NBC	Doherty, Clifford & Schenfield
Mr. Keen, Tracer of Lost Persons	Whitehall Pharmacal Co. div. of American Home Products Corp. Anacin, Kolynos	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. & Mrs. North	Andrew Jergens Co. Woodbury Soap	NBC	Lennen & Mitchell, Inc.
Murder Is My Hobby	Knox Company Mendaco	MBS	Raymond R. Morgan Co. Hollywood
Murder Will Out	Rainier Brewing Co. Beer, Malt and Ale	ABC—PC	Buchanan & Co.
Music of Andre Kostelanetz	Chrysler Corp. Motor Cars	CBS	Ruthrauff & Ryan, Inc.
Mystery of the Week	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
Mystery Is My Hobby	Mutual Benefit Health & Accident Assn. Insurance	MBS	Arthur Meyerhoff & Co. Chicago
Mystery Is My Hobby	Shontex Co. Shampoo & Hair Conditioner	NBC	Robert R. Raisbeck Adv.
Mystery Theatre, The	Centaur Co. Molle Shave Cream, Double Danderine	NBC	Young & Rubicam
My True Story	Libby, McNeil & Libby Corned Beef Hash—Deviled Ham	ABC	J. Walter Thompson

Name Your Music	Neighbors of Woodcraft Insurance	NBC	Showalter Lynch Adv. Agency
National Barn Dance	Miles Laboratories, Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency
National Farm & Home Hour, The	Allis-Chalmers Farm Equipment	NBC	Bert S. Gittens
National League Playoff	P. Lorillard & Co. Old Gold Cigarettes	MBS	Lennen & Mitchell, Inc. New York
Navy-Notre Dame Game	Gillette Safety Razor Co.	NBC	Maxon, Inc.
NBC Symphony	General Motors Institutional	NBC	D. P. Brother & Co.
Nebbs, The	Knox Company Cystex	MBS	Raymond R. Morgan Co. Hollywood
Ned Calmer—News	American Oil Co. Lubricants, Gas and Oil	CBS	Joseph Katz Co.
Ned Calmer—News	Parker Pen Co. Parker Pens, Pencils, Quink	CBS	J. Walter Thompson Co.
Nelson Pringle—News	Union Oil Co. Gas & Oil	CBS—PC	Foote, Cone & Belding
New Adventures of Sherlock Holmes	R. B. Semler Kreml Hair Tonic and Shampoo	ABC	Erwin, Wasey & Co., Inc.
News and Betty Crocker	General Mills Inc. Bisquick, Cereals	ABC	Dancer-Fitzgerald-Sample
News—Don Gardiner	Serutan Co. Serutan	ABC	Roy S. Durstine, Inc.
News of the World, The	Miles Laboratories, Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency
New York Philharmonic Symphony	United States Rubber Co. All Products	CBS	Campbell-Ewald Co., Inc.
N. Y. State Republicans (Dewey for Governor)	N.Y. State Republican Committee Political Talks	MBS	Gahagan, Turnbull & Co., Inc. New York
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising, Inc. Chicago
Night Editor	Safeway Stores Meats	NBC	J. Walter Thompson
Noel Webster Says	Southern Cotton Oil Co. Wesson Oil & Snowdrift	NBC	Fitzgerald Adv. Agency, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
O			
Ona Munson in Hollywood	Barron-Gray Packing Co. Health Vegetable Juice	CBS	Long Adv. Service
One Man's Family	Standard Brands Royal Desserts, Fleischmann's Yeast, Chase & Sanborn Coffee	NBC	J. Walter Thompson
One Thousand Voice Choir	Stanley Home Products Kitchen Equipment	ABC	None
One Woman's Opinion	Botany Worsted Mills Botany Cosmetics	ABC	Alfred J. Silberstein-Bert Goldsmith, Inc.
O.P.A—Talk	National Association of Manufacturers Institutional	MBS	Benton & Bowles, Inc. New York
Orange Bowl Game	Gillette Safety Razor Co. Blades, Shaving Cream	CBS	Maxon, Inc.
Orson Welles	Lear, Inc. Radios and Recording Machines	ABC	Arthur Kudner, Inc.
Our Gal Sunday	Whitehall Pharmacal Co. div. of American Home Products Corp. Anacin	CBS	Dancer-Fitzgerald-Sample, Inc.
P			
Patsy Novak	Gallenkamp Stores, Inc. Shoes	ABC—PC	Bruce Eldridge Adv.
People Are Funny	Brown & Williamson Tob. Corp. Raleigh Cigarettes	NBC	Russel M. Seeds Co.
Pepper Young	Procter & Gamble Co. Camay	NBC	Pedlar & Ryan, Inc.
Perry Mason	Procter & Gamble Co. Camay, Crisco, Dreft, Spic & Span	CBS	Dancer-Fitzgerald-Sample, Inc. Pedlar & Ryan, Inc., Compton Advt., Inc.
Phone Again Finnegan	Household Finance Corp. Personal Loans	CBS	Shaw-Le Vally, Inc.
Phone Again Finnegan	Household Finance Personal Loans	NBC	Shaw-Le Vally, Inc.
Picksweet News, The	Picksweet Foods Inc.	NBC	Ruthrauff & Ryan

Pilgrim Hour	**Gospel Broadcasting Assn.** Evangelical Talks	**MBS**	**R. H. Alber Co.** Los Angeles
Pot o' Gold	**Lewis Howe Co.** Tums	**ABC**	**Roche Williams & Cleary**
Portia Faces Life	**General Foods, Young & Rubicam Inc.** Grape Nuts Flakes, Maxwell House Coffee, Jello—Jello Pudding, Grape Nuts Wheat Meal	**NBC**	**Young & Rubicam, Inc.**
Powder Box Theater	**Bourjois, Inc.** Cosmetics & Perfumes	**CBS**	**Foote, Cone & Belding**
Problems of the Steel Industry	**American Iron & Steel Institute** Institutional	**ABC**	**B. B. D. & O.**
Professor Quiz	**American Oil Company** Gasoline and Oil	**ABC**	**Joseph Katz & Co.**
Prudential Family Hour	**Prudential Insurance Co. of America** Insurance Services	**CBS**	**Benton & Bowles, Inc.**

Q

Queen For A Day	**Miles Laboratories (15 Min)**	**MBS**	**Wade Advertising Agency** Chicago
	Procter & Gamble (15 Min)		**Compton Advertising Agency** New York
Quick As A Flash	**Helbros Watch Co.** Watches	**MBS**	**Wm. H. Weintraub & Co.** New York
Quiz Kids	**Miles Laboratories, Inc.** Alka-Seltzer—One-a-Day Vitamins	**ABC** **NBC**	**Wade Adv. Inc.**

R

Radio Bible Class	**Radio Bible Class** Religious Talks	**MBS**	**Stanley G. Boynton** Detroit
RCA-Victor Show	**RCA Manufacturing Co.** Institutional	**NBC**	**J. Walter Thompson Co.**
Reader's Digest-Radio Edition	**Hall Bros., Inc.** "Hallmark" Greeting Cards	**CBS**	**Foote, Cone & Belding**
Real Stories From Real Life	**Whitehall Pharmacal Co.** Anacin & Other Products	**MBS**	**Dancer-Fitzgerald-Sample** New York

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Red Skelton	**Brown & Williamson Tobacco Corp.** Raleigh Cigarettes & Tobacco	NBC	Russel M. Seeds Co.
Renfro Valley Folks	**Ballard & Ballard Co.** Ballard's Obelisk Flour and Other Milling Products	CBS	Henri, Hurst & McDonald, Inc.
Rensie's Radio Auction Gallery	**Rensie Watch Company** Rensie Watches	MBS	Weiss & Geller, Inc. Chicago
Request Performance	**Campbell Soup** All Products	CBS	Ward Wheelock Co.
Return of Nick Carter, The	**Lin-X (Formerly Acme White Lead & Color Works)**	MBS	Henri, Hurst & McDonald, Inv. Chicago
Reverend John E. Zoller	**Wesley Radio League** Religious Talks	MBS	Stanley G. Boynton Detroit
Reveille Roundup	**Groves Laboratories, Inc.** Jitterbug, Grove Cold Tablets & Vitamins	NBC	Russel M. Seeds Co., Inc.
Richard Maxwell, Hymns You Love	**Serutan Company** Serutan-Nutrex	MBS	Grant Adv., N. Y. Roy S. Durstine, N. Y.
Richfield Reporter, The	**Richfield Oil Corp.** Gas & Oil	NBC	Hixson-O'Donnell, Inc.
Right Down Your Alley	**Hastings Manufacturing Co.** Piston Rings	ABC	Keeling & Co.
Right to Happiness	**Procter & Gamble** Ivory Snow	NBC	Compton Adv., Inc.
Road of Life	**Procter & Gamble** Duz	NBC	Compton Adv., Inc.
Road of Life	**Procter & Gamble** Duz	CBS	Compton Adv., Inc.
Robert St. John	**American Bakeries** Merita Bread, Cakes & Crackers	NBC	Tucker Wayne & Co.
Robert Trout with the News 'Till Now	**Campbell Soup Co.** All Products	CBS	Ward Wheelock Co.
Romance of Helen Trent	**Whitehall Pharmacel Co. div. of American Home Products Corp.** Bisodol, Heet, Kolynos Tooth Powder and Toothpaste	CBS	Dancer-Fitzgerald-Sample, Inc.

Rosemary	Procter & Gamble Ivory Snow	CBS	Benton & Bowles, Inc.
Rose of My Dreams	Manhattan Soap Co. Swetheart Soap	CBS	Duane Jones Co.
Rudy Vallee	Philip Morris & Co. Cigarettes	NBC	Biow Co.

S

Sad Sack	P. Lorillard Company Old Gold Cigarettes	CBS	Lennen & Mitchell, Inc.
Sam Balter—News	Zurors, Inc. Dresses	ABC—PC	John Barnes & Associates
Sam Hayes—News	Peter Paul Inc. Charcoal Gum Choclettos	ABC—PC	Brisacher, Van Norden & Staff, Inc.
Sam Hayes	Peter Paul Inc.	NBC	Brisacher, Van Norden & Staff, Inc.
Sam Hayes	General Mills Sperry Pancake & Waffle Flour, Wheaties	NBC	Knox-Reeves Adv, Agency, Inc.
Sam Hayes	Sperry Flour Co. Sperry Pancake Flour	NBC	Knox-Reeves Adv. Agency, Inc.
Sam Pettingill	America's Future Inc. Books and Booklets	ABC	Gahagan & Turnbull
Sammy Kaye's Sunday Serenade	Raymond Laboratories Rayve Shampoo	ABC	Roche, Williams & Cleary
Saturday Night Roundup	Miles Laboratories, Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv., Inc.
Saturday Night Serenade	Pet Milk Co. 400-D Pet Milk	CBS	Gardner Adv. Co.
Screen Guild Players	Lady Esther Sales Co. Cosmetics	CBS	The Biow Co., Inc.
Second Husband	Sterling Drug Inc. Dr. Lyons Tooth Powder and Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
Second Mrs. Burton	General Foods Corp. LaFrance, Satina, Maxwell House Coffee, Post Toasties	CBS	Young & Rubicam, Inc. Benton & Bowles, Inc.
Shadow, The	Grove Laboratories Inc. 4-Way Cold Tablets, B-Complex Vitamins & Other Products	MBS	Russel M. Seeds, Co. Chicago

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Shadow, The	G. Barr & Company Balm Barr Hand Lotion & Shampoo	MBS	Arthur Meyerhoff & Co. Chicago
Shadow, The	Carey Salt Company Carey Salt	MBS	McJunkin Advertising Co. Chicago
Shadow, The	Delaware, Lackawanna & Western Coal Co. Blue Coal	MBS	Ruthrauff & Ryan, Inc. New York
Sheaffer Parade, The	Sheaffer Pen Co. Pens, Pencils & Skrip	NBC	Russel M. Seeds Co., Inc.
Sherlock Holmes	R. B. Semler, Inc.	ABC	Erwin, Wasey & Co., (N) Inc.
Silver Theater	International Silver Co. Sterling & 1847 Rogers Silver	CBS	Young & Rubicam, Inc.
Singing Sweethearts (formerly Sweetheart Time)	Gum Laboratories Inc. Ivoryne Chewing Gum	MBS	McJunkin Advertising Co. Chicago
Sizing Up The News	Bayuk Cigars Inc. Phillies Cigars	MBS	Ivey & Ellington, Philadelphia
Sky King	Derby Foods Peter Pan Peanut Butter	ABC	Needham, Louis & Brorby, Inc.
Smilin' Ed McConnell	Brown Shoe Co. Shoes	NBC	Leo Burnett Co., Inc.
Smilin' Ed McConnell	H. C. Cole Milling Co. Omega Hour	MBS	J. Walter Thompson Co. Chicago
Smoke Dreams	H. Fendrich Inc. Cigars	ABC	Ruthrauff & Ryan, Inc.
Solitaire Time	Campana Sales Solitaire Make-up	NBC	The Clements Co., Inc.
Songs by Sinatra	P. Lorillard Company Old Gold Cigarettes	CBS	Lennen & Mitchell, Inc.
Song of the Week	Colonial Dames, Inc. Cosmetics	CBS	Hixson-O'Donnell Adv., Inc.
Sparkle Time with Meredith Willson	Canada Dry Ginger Ale, Inc. Canada Dry Beverages	CBS	J. M. Mathes, Inc.
Special Investigator	Commercial Credit Co. Institutional	MBS	Sheldon Quick & McElroy New York
Speech by Robert R. Wason president of NAM	National Association of Manufacturers Institutional	ABC	Benton & Bowles

Sports by Harry Wismer	U.S. Army Recruiting Service	ABC	N. W. Ayer & Son, Inc.
Sports Newsreel, The	Colgate-Palmolive-Peet Colgate Shave Cream	NBC	Sherman & Marquette Co.
Spotlight Bands	Coca-Cola Company Coca-Cola	MBS	D'Arcy Advertising Co. New York
Spotlight on America	American Transit Assoc. Transportation	MBS	Owens & Chappell, Inc. New York
Square With The World	Household Finance Corp. Finance Service	MBS	B. B. D. & O. Chicago
Stairway to the Stars	Philco Corporation Radios	ABC	Hutchins Adv. Co.
Standard Hour	Standard Oil of California Institutional	NBC	B. B. D. & O.
Standard School Broadcast	Standard Oil Co. of California Petroleum Products	NBC	B. B. D. & O.
Stars Over Hollywood	Bowey's, Inc. Dari-Rich Products	CBS	Sorensen & Co.
Steel Workers Speak	CIO Steelworkers of America Institutional	ABC	Wiltman & Pratt Co.
Stella Dallas	Sterling Products Co. Phillips Milk of Magnesia & Tablets	NBC	Dancer-Fitzgerald-Sample
Story Teller	Yellow Cab Co. Cab Service	CBS	Rhoades & Davis
Stradivari Orchestra	Prince Matchabelli, Inc. Prince Matchabelli Perfume, Cosmetics	CBS	Morse International, Inc.
Stradivari Orchestra	Prince Matchabelli Inc. Perfumes	ABC	Morse International, Inc.
Strange Romance of Evelyn Winters	Manhattan Soap Co. Sweetheart Soap, Blu-White Flakes	CBS	Duane Jones Co.
Studebaker Program	Studebaker Corp. Motor Cars	CBS	Roche, Williams & Cleary, Inc.
Sugar Bowl Game	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Summer Electric Hour	Electric Companies Adv. Program Institutional	CBS	N. W. Ayer & Son, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sunday Evening Party with Hires	Charles E. Hires Co. Root Beer	ABC	N. W. Ayer & Son, Inc.
Superman	Kellogg Co. Kellogg's Pep	MBS	Kenyon & Eckhardt New York
Surprise Party	American Home Foods, Inc. div. of American Home Products Corp. G. Washington Coffee	CBS	Ruthrauff & Ryan, Inc.
Surprise Theater	Calif. Prune & Apricot Growers Assn. (Sunsweet Tenderized Prunes)	CBS—PC	Long Advt. Service
Surprise Theater	Colonial Dames, Inc. Cosmetics	CBS—PC	Hixson-O'Donnell Adv., Inc.
Suspense	Roma Wine Co. Roma Wines	CBS	The Biow Co., Inc.
T			
Take It Easy Time	Stokely Bros. & Co., Inc. Tenderoni & Other Van Camp products	MBS	Calkins & Holden New York
Take It or Leave It	Eversharp, Inc. Eversharp Pens, Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Tam O'Shanter Golf Tournament	George S. May Co.	NBC	Jim Duffy Co.
Ted Malone	Westinghouse Electric Corp. Institutional	ABC	McCann-Erickson, Inc.
Teentimers Club, The	Teentimers, Inc. Dresses & Cosmetics	NBC	Buchanan Co., Inc.
Telephone Hour, The	Bell Telephone Co. Telephone Service	NBC	N. W. Ayer & Con, Inc.
Tena & Tim	Cudahy Packing Co. Old Dutch Cleanser	CBS	Grant Adv., Inc.
Tennesee Jed	Ward Baking Co. Bread and Cake	ABC	J. Walter Thompson & Co.
Tennessee Jed	Safeway Stores, Inc. Beverly Peanut Butter	ABC—PC	J. Walter Thompson & Co.
Terry and the Pirates	Quaker Oats Co. Puffed Wheat	ABC	Sherman & Marquette, Inc.
Texaco Star Theater	Texas Company Texaco Products	CBS	Buchanan & Co., Inc.
Textron Theater with Helen Hayes	Textron, Inc. Fabrics	CBS	J. Walter Thompson Co.

That's A Good Idea	**Guittard Chocolate Co.** Chocolate Products	CBS—PC	Garfield & Guild
That's Finnegan	**Household Finance Corp.** Personal Loans	CBS	Shaw-Le Vally, Inc.
Theater of Romance	**Colgate-Palmolive-Peet Co.** Colgate Tooth Powder, Halo	CBS	Sherman & Marquette, Inc.
Theater Guild On The Air	**U. S. Steel Corp.** Institutional	ABC	Batten, Barton, Durstine & Osborn, Inc.
The Adventures of Sam Spade	**Wildroot Co. Inc.** Wildroot Toilet Articles	ABC	B. B. D. & O.
The Bing Crosby Show	**Philco Corporation** Radios, Refrigerators	ABC	Hutchins Advertising Co.
The Christian Science Monitor Views The News	**Christian Science Publishing Society** Christian Science Monitor	ABC	H. B. Humphrey Co.
The Doctors Talk It Over	**American Cyanamid Co.** Pharmaceuticals and Biologicals	ABC	Hazard Advertising Co.
The Fighting Senator	**Lever Bros. Co.** Swan Soap	CBS	Young & Rubicam, Inc.
The Fishing & Hunting Club of the Air	**Mail Pouch Tobacco Co.** Tobacco	ABC	Walker & Downing
The Listening Post	**Curtis Publishing Co.** Saturday Evening Post	ABC	B. B. D. & O.
The New Louella Parsons Show	**The Andrew Jergens Co.** Woodbury Face Powder	ABC	Robert W. Orr & Associ., Inc.
The Pickards	**Kerr Glass Mfg. Corp.** Glass Products	CBS—PC	Raymond F. Morgan Co.
The Sheriff	**Pacific Coast Borax Co.**	ABC	McCann-Erickson, Inc.
The Wayne King Show	**United-Rexall Drug Co.** (Drugs)	CBS	N. W. Ayer & Son
The Whistler	**Signal Oil Co.** Gas & Oil	CBS	Barton A. Stebbins Adv. Agency
This is Hollywood	**Procter & Gamble** Camay	CBS	Pedlar & Ryan, Inc.
This is My Best	**Cresta Blanca Wine Co.** Cresta Blanca Wines	CBS	B. B. D. & O., Inc.
This Is Your FBI	**Equitable Life Assurance Society of the U.S.** Insurance	ABC	Warwick & Legler
This Moving World	**Foster Milburn** Doan's Pills and Icemint	ABC—PC	Street & Finney, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
This Woman's Secret	**General Mills** Sperry Flour & Cereals—Wheaties	NBC	Knox-Reeves Adv. Agency, Inc.
Those Websters	**Quaker Oats Co.** Quaker Oats	CBS	Ruthrauff & Ryan, Inc.
Those Websters	**Quaker Oats Company** Oatmeal	MBS	Ruthrauff & Ryan, Inc. Chicago
Time for Rolly Langley	**Ferry-Moore Seed Co.** Seeds	CBS	MacManus, John & Adams, Inc.
Tin Pan Alley of the Air	**Leaf Gum** Leaf Gum	NBC	Bozelle & Jacobs, Inc.
Today's Children	**General Mills** Betty Crocker Soaps, Bisquick	NBC	Knox-Reeves Adv. Agency, Inc.
Today's Sports with Stan Lomax	**Metropolitan Life Insurance Co.** Insurance	MBS	Young & Rubicam, Inc. New York
Tom Breneman's Breakfast in Hollywood	**Procter & Gamble** Ivory Flakes	ABC	Compton Adv., Inc.
	Kellogg Company All Bran	ABC	Kenyon & Eckhardt
Tom Harmon—All American Sports Editor	**Clipper Craft Clothes (Formerly Trimount Clothing Co.)** Clipper Craft Clothes	MBS	Emil Mogul Co., Inc. New York
Tom Mix & His Ralston Straight Shooters	**Rolston Purino Co.** Cereal Foods	MBS	Gardner Adv. Co. St. Louis
Tommy Riggs & Betty Lou	**Borden Co.** (All Products)	CBS	Young & Rubicam
Tonight on Broadway	**Eversharp, Inc.** Eversharp Pen & Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Tony Martin Show	**Bourjois, Inc.** Cosmetics & Perfume	CBS	Foote, Cone & Belding
Treasure Hour of Song	**Conti Products Inc.** Conti Shampoo & Soap	MBS	Bermingham, Castleman & Pierce, Inc. New York
True Detective Mysteries	**Williamson Candy Co.** Oh Henry Candy Bars	MBS	Aubrey, Moore & Wallace, Inc. Chicago
Truth or Consequences	**Procter & Gamble Co.** Duz—Drene & Teel	NBC	Compton Adv. Co.
Try N' Find Me	**The Southern Cotton Oil Co.** Wesson Oil & Snowdrift Shortening	ABC	Kenyon & Eckhardt

Try N' Find Me	**Southern Cotton Oil Co.** Wesson Oil & Snowdrift	CBS	**Kenyon & Eckhardt, Inc.**
Twenty Questions	**Ronson Art Metal Works** Ronson Lighters	MBS	**Cecil & Presbrey, Inc.** New York
Two on a Clue	**General Foods Corp.** LaFrance, Satina Maxwell House Coffee, Post Toasties	CBS	**Young & Rubicam, Inc.** **Benton & Bowles, Inc.**
	U		
Upton Close	**National Economic Council Inc.** Institutional	MBS	**Roche, Williams & Cleary, Inc.** Chicago
U. S. Amateur Golf	**Gillette Safety Razor Co.**	ABC	**Maxon, Inc.**
U.S. Open Golf Championship	**Gillette Safety Razor Co.** Gillette Razor Blades	ABC	**Maxon, Inc.**
	V		
Vaughn Monroe Show	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	CBS	**Wm. Esty & Co., Inc.**
Valiant Lady	**General Mills, Inc.** Cheerios and Breakfast Tray	CBS	**Dancer-Fitzgerald-Sample, Inc.**
Vic & Sade	**Procter & Gamble Co.** Oxydol	CBS	**Dancer-Fitzgerald-Sample, Inc.**
Vic & Sade	**F. W. Fitch Co.** Fitch Shampoo	MBS	**L. W. Ramsey Co.** Davenport, Iowa
Voice of Firestone, The	**Firestone Tire & Rubber Co.** Tires & Tubes	NBC	**Sweeney & James Co.**
Voice of Prophecy	**Voice of Prophecy**	MBS	**G. C. Hoskins Assoc.** Chicago
Voice of the Dairy Farmer	**American Dairy Assoc.** Dairy Products	NBC	**Campbell-Mithun, Inc.**
Voice of the Dairy Farmer, The	**American Dairy Assoc.** Dairy Products	ABC—PC	**Campbell-Mithun, Inc.**
Voice of the Moment	**Industrial Management Corp.** Insect-O-Blitz, a DDT	CBS—PC	**Lockwood-Shackelford Co.** **B. B. D. & O., Inc.**
Vox Pop	**Emerson Drug Co.** Bromo Seltzer	CBS	**McCann-Erickson, Inc.**
Vox Pop	**Lever Bros. Co.** Lipton's Tea & Soup	CBS	**Young & Rubicam, Inc.**
	W		
Waltz Time	**Sterling Products Co.** Phillips Milk of Magnesia	NBC	**Dancer-Fitzgerald-Sample**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Wake Up & Smile	**Popular Home Products Inc.** Staze	ABC	Raymond Spector Co.
Warren Sweeney	**Curtiss Candy Co.** Candy Products	CBS	C. L. Miller Co.
We the People	**Gulf Oil Corp.** Gulf Oil Products	CBS	Young & Rubicam, Inc.
What's Doin' Ladies	**Hunt Foods Inc.** Canned Fruits and Vegetables	ABC—PC	Young & Rubicam, Inc.
What's New, With Norman Nesbitt	**Signal Oil Co.** Oil & Gasoline	ABC—PC	Barton A. Stebbins Adv. Agency
When A Girl Marries	**General Foods** Calumet, Sanka Coffee, Maxwell House Coffee, Baker's Chocolate	NBC	Benton & Bowles, Inc.
Wm. Lang—News	**R. B. Semler Inc.** Kreml Hair Tonic	MBS	Erwin, Wasey & Co., Inc. New York
William L. Shirer	**J. B. Williams Co.** Shaving Cream and Shaving Products	CBS	J. Walter Thompson Co.
Woman in White	**General Mills** Sperry Flour & Cereals—Wheaties	NBC	Knox-Reeves Adv. Agency
World Front	**Bunte Brothers** Candy	NBC	Presba, Fellers & Presba, Inc.
World Series	**Gillette Safety Razor Co.** Safety Razors & Blades	MBS	Maxon, Inc.
Y			
Young Dr. Malone	**Procter & Gamble Co.** Crisco, Dreft	CBS	Compton Adv., Inc. Dancer-Fitzgerald-Sample
Young People's Church of the Air	**Young People's Church of the Air** Religious Talks	MBS	Erwin Wasey Co. New York
Young Widder Brown	**Sterling Products Co.** Haley's M-O, Phillips Toothpaste	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	**American Tobacco Co.** Lucky Strike Cigarettes	CBS	Foote, Cone & Belding
Your Land and Mine	**General Motors Corp.** Institutional	MBS	Kudner Agency, Inc. Detroit
Your Sunday News Extra	**Grove Laboratories Co.** Four-Way Cold Tablets and Vitamins	ABC	Donahue & Coe, Inc.
Z			
Zeke Manners Show	Sterling Drug Co.	ABC—PC	Dancer-Fitzgerald-Sample, Inc.

ORGANIZATIONS



Associations

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Radio Groups

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Addresses

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Personnel

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Unions

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Guilds

ORGANIZATIONS

RADIO GROUPS — UNIONS — ASSOCIATIONS PERSONNEL — GUILDS — ADDRESSES

Acoustical Society of America

120 S. LaSalle St., Chicago 3, Ill.
Randolph 8460

OFFICERS

President.....Floyd A. Firestone
(Univ. of Michigan)
Vice-President.....J. C. Steinberg
(RCA Laboratories)
Secretary .....Wallace Waterfall
(The Celotex Corp)
Treasurer.....Lonsdale Green, Jr.
(Acoustical Construction Corp.)
Editor.....F. A. Firestone
(University of Michigan)

EXECUTIVE COUNCIL

Harold Borris-Meyer, Stevens Institute of Technology, Hoboken, New Jersey; Robert B. Lindsay, Brown University, Providence, Rhode Island; Hallowell Davis, Harvard University, Cambridge 38, Mass.; Frank Massa, Brush Development Company, Cleveland, Ohio; Leo L. Beranek; R. H. Bolt.

FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

•

Actors Equity Association

45 W. 47th St., New York 19, N. Y.
BRyant 9-3550

OFFICERS

President ..... Clarence Derwent
1st Vice President.....Augustin Duncan
2nd Vice President.....Cornelia Otis Skinner
3rd Vice President.....Dudley Digges
4th Vice President.....William Harrigan
Executive Secretary-Treasurer.....Paul Dullzell
Assistant Executive.....Walter N. Greaza
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Counsel .....Paul N. Turner
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Auditor .....Frank Mesurac

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BRANCH OFFICES

San Francisco: Theodore Hale, 60 Sansome St., San Francisco 4.
Hollywood: I. B. Kornblum, 6331 Hollywood Blvd.,
Chicago: Frank R. Dare, 720 Bittersweet Place, Chcago 13. Phone Wellington 6377
Chorus Equity: 701 Seventh Avenue, New York 19, N. Y.

Advertising Association of the West*

HEADQUARTERS OFFICE: Room 530 Monadnock Bldg., San Francisco 5, Garfield 6868.
Managing Director: Charles W. Collier
Executive Secretary: Mrs. Lela M. Huey

OFFICES AND DIRECTORS

President—Vernon Churchill, Assistant to the Publishers, The Oregon Journal, Portland.
Senior Vice-President—Harwood Fawcett, Transit Advertising, Union Bldg., San Diego.
Secretary-Treasurer—Gilbert L. Stanton, Director of Advertising & Public Relations, Idaho Power Co., Boise.
Vice-President at Large—Miss Emma Reitmeier, Vice President, First National Bank in Spokane, Spokane.
Vice President District No. 1—Harvey Brassard, Syverson-Kelley, Inc., Mohawk Bldg., Spokane.
Vice President District No. 2—Jaes Holme, Advertising Department, Mountain States Telephone & Telegraph Co., 931 14th St., Denver.
Vice President District No. 3—H. Quenton Cox, Manager, Radio Station KGW, Portland.
Vice President, District No. 4—Wilmot P. Rogers, Advertising Director, California Packing Corporation, 101 California St., San Francisco.
Vice President, District No. 5—Robert J. McAndrews, Manager, Adv. & Sales Promotion, National Broadcasting Co., 1500 No. Vine St., Hollywood.
Vice President, District No. 6—G. Russ Davidson, Canadian Street Car Advertising Co., 470 Granville St., Vancouver, B. C.
Past President—Charles A. Storke, News-Press, Santa Barbara
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Chairman Club Service Division—Benet Hanau, Advertising Counselors of Arizona, Security Bldg., Phoenix.
Chairman Senior Advisory Committee Junior Division—Mrs. Claire Drew Forbes, Tri-County Adv. Agency, 248 San Carlos Bldg., Santa Barbara
Chairman Junior Executive Division—Miss Marie Stith, Broadway Dept. Store, La.
Chairman Advancement of Business Committee—George Weber, MacWilkins, Cole & Weber, Republic Bldg., Seattle.
Chairman Pacific Advertising Commission—Don Belding, Foote, Cone & Belding, 601 West 5th St., Los Angeles.

FUNCTIONS

Representing organized advertising in the eleven Western States and Western Canada; 4000 members, in 36 Advertising Clubs.

*Formerly Pacific Advertising Association.

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The Advertising Council, Inc.

11 West 42nd St., New York 18, N. Y.
BRyant 9-3641

OFFICERS

Chairman.....James W. Young
Vice-Chairman.....Paul B. West
Vice-Chairman.....Kerwin H. Fulton
Vice-Chairman.....William Reydel
President ..... Theodore S. Repplier
Secretary-Treasurer.....Frederic R. Gamble
Chairman, Exec. Comm.....Charles C. Mortimer, Jr.
Radio Director ..... George P. Ludlam

FUNCTIONS

A non-profit organization, representing all phases of advertising, dedicated to the uses of advertising in the public interest.

Advertising Federation of America

330 West 42nd St., New York, N. Y.
BRyant 9-0430

OFFICERS

President and General Manager.....Elon G. Borton
Vice-President.....Louis D. Young
(Adv. Dir., The Indianapolis Times, Indianapolis)
Vice-President.....Karl T. Finn
(Adv. Dir., Cincinnati Times-Star, Cincinnati)
Vice-President.....J. Rex Huguley
(Oklahoma Paper Company, Oklahoma City
Vice-President.....Prudence Allured
(Publisher, Manufacturing Confectioner, Chicago)
Secretary.....Bj Kidd
(N. W. Ayer & Son, Inc., Philadelphia)
Treasurer.....Robert S. Peare
(Vice-President, General Electric Company, Schenectady

DIRECTORS

Chairman of the Board; Allan T. Preyer, Chairman, Morse International, Inc., New York; C. J. Allen, Vice-President, The Connecticut Light & Power Co., Waterbury; Fairfax M. Cone, Chairman, Exec. Committee, Foote, Cone & Belding, Chicago; Robert F. G. Copeland, Manager, Batten, Barton, Durstine & Osborn, Detroit; Franklin J. Cornwell, Adv. Mgr., Brown Shoe Company, St. Louis; Joe M. Dawson, Chairman, Exec. Committee, Geyer, Cornell & Newell, New York; Paul Garrett, Vice-President and Director Public Relations, General Motors Corp., New York; Lester Hafemeister, Adv. Mgr., Weyenberg Shoe Mfg. Co., Milwaukee; Palmer Hoyt, Publisher, The Denver Post, Denver; W. R. Laughlin, Wilhelm-Laughlin-Wilson and Associates, Houston; Forbes McKay, Associate Adv. Mgr., The Progressive Farmer, Birmingham; George S. McMillan, Secretary, Bristol-Myers Company, New York; Graham Patterson, Publisher, Farm Journal and Farmer's Wife, Philadelphia; John H. Platt, Vice-President, Kraft Foods Company, Chicago; B. L. Robbins, Exec. Vice-Pres., General Outdoor Advertising Co., Chicago; J. P. Seiberling, President, Seiberling Rubber Company, Akron; Paul N. Swaffield, Adv. Mgr. Hood Rubber Co., Inc., Watertown, Mass.; Lewis Allen Weiss, Vice-Pres. & Gen. Mgr., Don Lee Broadcasting System, Hollywood; General Counsel, Charles E. Murphy, Attorney-at-Law, New York; Director of Special Services, Earle Pearson; Director, Bureau of Research and Education, Alfred T. Falk.

FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

•

Advertising Research Foundation

11 West 42nd St., New York, N. Y.
Circle 6-6106

OFFICERS

Chairman.....Wm. G. Polmer
Treasurer.....Frederic R. Gamble
Secretary.....Paul B. West
Managing Director.....A. W. Lehman
Technical Director.....D. B. Lucas

FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board.....Sigurd S. Larmon
Vice-Chairman.....J. C. Cornelius
Sec.-Treas.....James H. S. Ellis
Pres. & Exec. Secty.....Frederic R. Gamble
Association Counsel.....McKercher & Link
Asst. Exec. Secty.....Herald Beckjorden
Asst. Exec. Secty.....Richard Turnbull
Asst. Treasurer.....O. Karl Giesen
Director of Service.....L. W. MacKenzie

FUNCTIONS

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

•

American Bar Association (Standing Committee on Communications)

Office of the Chairman: 1002 Hill Bldg.
,Washington 5, D. C.
Republic 3833

COMMITTEE

Chairman...Francis W. Hill, Jr., 537 Woodward Bldg., Washington, D. C.
Committeeman.....Monte Appel
Committeeman.....Edwin Borchard
Committeeman.....John W. Guider
Committeeman.....Theodore A. Joslin

FUNCTIONS

To advance the science of jurisprudence, promote the administration of justice and uniformity of legislation and of judicial decision in the Nation, and uphold the honor of the profession of the law.

•

American Communications Association (C. I. O.)

5 Beekman St., New York 7, N. Y.
COrtlandt 7-1374

OFFICERS

International President.....Joseph P. Selly
International Secty.-Treas.....Joseph F. Kehoe
Vice-President, Broadcast Dept.....William Lamey
Local One Secty.-Treas.....Richard Shipp
Chairman, Atlantic Branch.....William Bender
International Representative.....Sidney Adler

FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty stations in the East, including eight contracts in the Metropolitan area of New York City.

●

American Council on Education

744 Jackson Place, Washington 6, D. C.
NAtional 5691

EXECUTIVE OFFICERS

Chairman.....George D. Stoddard
President.....George F. Zook
Secretary.....Willard B. Spalding
Vice-President.....A. J. Brumbaugh

BRANCH OFFICE

Cooperative Test Service, 15 Amsterdam Avenue, New York 23, N. Y. COlumbus 5-7535, Kenneth Vaughn, Associate Director.

FUNCTIONS

Acts as a clearing house for the exchange of educational opinion; seeks to define and clarify educational issues of national significance and to enlist appropriate agencies for their solution. Financed by membership due from educational organizations and institutions and by receipt of special grants for specific pieces of research.

●

American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President.....James C. Petrillo
Vice-President.....Charles L. Bagley
Financial Secretary-Treasurer.....Thomas F. Gamble
Secretary.....Leo Cluesman

EXECUTIVE COMMITTEE

Chauncey Weaver, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.

●

American Federation of Radio Artists (AFRA)

2 West 45th St., New York 19, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President.....Kenneth Carpenter
Vice-President.....Virginia Payne
Vice-President.....Lu Tobin
Vice-President.....Frank Sinatra
Vice-President.....Minerva Pious
Vice-President.....Clayton Collyer
Treasurer.....Ben Grauer
Recording Secretary.....William L. Mezger
National Executive Secretary.....George Heller
National Assistant Exec. Secretary..Raymond A. Jones
National Representative
Pacific Coast Area.....Claude L. McCue
Counsel.....Jaffe & Jaffe
Associate Counsel.....Beilenson & Berger

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BRANCH OFFICES

Chicago Local—203 North Wabash Ave., Chicago, Ill.; Raymond A. Jones, Executive Secretary; Phone, FRanklin 4253.

Los Angeles Local—6331 Hollywood Blvd., Hollywood 28, California; Claude L. McCue, Executive Secretary; Phone Hillside 5125.

San Francisco Local—26 O'Farrell St., San Francisco, California; Walter E. Trefts, Jr., Executve Secretary; Phone EXbrook 6990.

Atlanta Local—362 Schoen St., S.E., Atlanta, Georgia

Boston Local—20 Pemberton Square, Boston, Mass.

Carolina Local—202 North Driver Ave., Durham, North Carolina.

Cincinnati Local—P. O. Box 14, Cincinnati, Ohio.

Cleveland Local—219 Chester-12th Bldg., Cleveland, Ohio.

Dallas Local—1307½ Commerce St., Dallas, Texas.

Denver Local—790 Niagara, Denver 7, Colorado.

Detroit Local—82 West Montcalm, Detroit, Michigan.

Kansas City Local—4833 East 6th St., Kansas City, Mo.

Louisville Local—300 West Liberty Street, Louisville, Ky.

Miami Local—DuPont Bldg., Miami, Florida.

Minneapolis-St. Paul—750 Midland Bank Bldg., Minneapolis, Minn.

Pittsburgh Local—1124 Frick Bldg., Pittsburgh, Pa.

Portland Local—P. O. Box 263, Portland, Oregon.

Racine Local—804 Hamilton Street, Racine, Wisc.

Rochester Local—2111 Monroe Ave., Rochester 10, N. Y.

Seattle Local—300 Palomar Bldg., Seattle 1, Wash.

St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.

Washington Local—3901 Davis Pl., N.W., Washington, D. C.

Other Locals Located in: Bridgeport, Conn.; Charlotte, N. C.; Houston, Texas; Philadelphia, Penna.; Lawrence, Mass.; Schenectady, N. Y.; Springfield, Mass., and Sioux Falls, S. Dakota.

●

American Guild of Musical Artists, Inc. (A. F. L.)

2 W. 45th St., New York 19, N. Y.
MUrray Hill 2-8407

OFFICERS

President.....Lawrence Tibbett
1st Vice President.....Richard Bonelli
2nd Vice President.....Alexander Smallens
3rd Vice President.....Edward Harris
4th Vice President.....John Brownlee
5th Vice President.....Georgia Standing
Recording Secretary.....Elisabeth Hoeppel
Treasurer.....Frederick Jagel
Counsel.....Albert B. Gins

BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd. Phone, Hillside 5121.

San Francisco: Theodore Hale, 60 Sansome St. Phone, Exbrook 0102.

Chicago: Ben Meyers, 188 W. Randolph St. Phone, State 0585.

FUNCTIONS

Labor union having jurisdiction over opera, concert, recital and ballet activities; branch of Associated Actors and Artistes of America, affiliated with American Federation of Labor. AGMA's purpose is to bargain collectively on behalf of its members and to deal with employers, contractors, managers, impresarios, agents and others whose activities affect its members.

●

American Marketing Association

Kinley Hall, Champaign, Ill.,
7-5274

OFFICERS

President.....Ross M. Cunningham
1st Vice President.....Wroe Alderson
2nd Vice President.....Franklin R. Cawl
Secretary.....Harvey W. Huegy
Treasurer.....Wilford L. White
Editor, Journal of Marketing.....Clyde Phelps
Director (1 year).....Sydney R. Bernstein
Directors (2 years).....George H. Allen,
Edward R. Hawkins, Charles T. Heusinkveld, Harold H. Maynard, Charles Phillips.

FUNCTIONS

The American Marketing Association is an association for the advancement of science in marketing. We publish monthly "The Journal of Marketing."

American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
CAledonia 5-2000

OFFICERS

President.....William G. Chandler
Vice-President.....David W. Howe
Treasurer.....Edwin S. Friendly
General Manager.....Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago, Ill. Phone, Franklin 3746.
George N. Dale.....Manager

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

•

American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.
Hartford 3-6269

OFFICERS

President.....George W. Bailey
Managing Secretary.....Kenneth B. Warner
Treasurer.....David H. Houghton
Communication Manager.....Francis E. Handy

BRANCH OFFICE

225 Main St., Newington, Conn. Phone, 92140. F. E. Handy, Communications Manager.

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

•

American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York 20, N. Y.
COlumbus 5-7464

OFFICERS

President.....Deems Taylor
Vice-President.....Gustave Schirmer
Vice-President.....Oscar Hammerstein II
Secretary.....George W. Meyer
Treasurer.....J. J. Bregman
Assistant Secretary.....Donald Gray
Assistant Treasurer.....Irving Caesar
Assistant General Manager.....Richard F. Murray

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Assistant General Manager.....Herman Greenberg
Comptroller.....George A. Hoffman
Director of Public & Customer Relations
Richard F. Frohlich
General Counsel.....Schwartz & Frohlich
Resident Counsel.....Herman Finkelstein

DISTRICT MANAGERS

Western

Larry Shea, 414 Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif.
Stanley Shepard, 645 Pacific Bldg., Portland, Ore.
Harry G. Ferguson, 1101-2 Security Bldg., Denver, Colo.
H. A. Levinson, Room 829-31, 111 Sutter Bldg., San Francisco, Calif.

Mid-Western

Leonard Severson, 730 Des Moines Bldg., Des Moines, Ia.
Martin Meltzer, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.
James L. Cleary, c/o ASCAP, 1100 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.
E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.
Messrs, Grosner & Burak, 782-4 Penobscot Bldg., Detroit, Mich.
John C. Wocden, 7 S. Dearborn St., Chicago, Ill.

Southern

Harold Lee Frankel, 825 Hibernia Bank Bldg., New Orleans, La.
Samuel Feldman, 2209-10 Carew Towers, Cincinnati, Ohio.
Chas. McDowell, 1613-14 Tower Petroleum Bldg., 1905 Elm St., Dallas, Texas.
I. T. Cohen, 607 1st Nat'l Bank Bldg., Atlanta, Ga.

Eastern

Samuel Berkett, 44 School St., Boston, Mass.
Arthur L. Rothkranz, 1616 Baltimore Trust Bldg., Baltimore, Md.
H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.
William J. O'Brien, 509 Grant Bldg., Pittsburgh Pa.
Lawrence B. Schlums, 1431 Lincoln Alliance Bldg., Rochester, N. Y.
Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.
Clarence Rubin, 30 Rockefeller Pl., New York, N. Y.

FUNCTIONS

ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

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American Television Society

415 Lexington Ave., New York 17, N. Y. VAnderbilt 6-2144

OFFICERS

President.....George T. Shupert
Vice President.....Ralph Rockafellow
Treasurer.....Arch U. Braunfeld
Secretary.....Dan Dincin

DIRECTORS

David Hale Halpern, Don McClure, Alice Pentlarge, Frederick A. Kugel, Charles A. Alicoate, Prof. Edward C. Cole, Richard Manville.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

•

American Representatives Assn., Inc.

1270 Sixth Avenue, New York 20, N. Y.
Circle 6-1379

OFFICERS

President.....William Kent
Vice-President.....Nat Lefkowitz
Vice-President.....Art Weems
Secretary.....John F. Dugan
Treasurer.....Nat Kalcheim
Counsel & Executive Secretary.....I. Robert Broder

BRANCH OFFICE

Room 1106, 203 N. Wabash Avenue, Chicago 1, Ill.
Phone, Central 7353. Len Fisher, Sect'y EMA

FUNCTIONS

Association of Theatrical Agencies operating in all entertainment fields.

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Artists Representatives Assoc., Inc.

RKO Bldg., Radio City, New York 20, N. Y.
CIrcle 6-1379

President.....William Kent
Vice-President.....Nat Lefkowitz
Vice-President.....Art Weems
Vice-President.....Lyman E. Goss, Jr.
Secretary.....John F. Dugan

BOARD OF GOVERNORS

John F. Dugan, B. W. Frederick, Dave Jonas, William Kent, Mark Leddy, Nat Lefkowitz, Harry Lenetska, Phil Offin, Sidney J. Page, Sam Rauch, Art Yeems, Charles Yates.

FUNCTIONS

Trade Association of Theatrical Agencies.

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Associated Actors and Artistes of America

45 W. 47th St., New York 19, N. Y.
BRyant 9-3550

OFFICERS

International President.....Paul Dullzell
1st Int. Vice-President.....George Heller
2nd Int. Vice-President.....Reuben Guskin
3rd Int. Vice-President.....Matt Shelvey
Int. Treasurer.....Ruth Richmond
Int. Executive Secretary.....Florence Marston

FUNCTIONS

To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world, their calling and its condition, to promulgate and carry into effect such policy as shall secure the united action of its branches and the members thereof for the common good, and the united action of the members of each branch for the common good of such branch, to prevent and abolish abuses from which those coming under the jurisdiction of this Association shall or may suffer, to assist such persons in securing just and equitable contracts and agreements with their employers.

•

Association for Education by Radio

228 N. LaSalle St., Chicago 1, Ill.

OFFICERS

Kathleen N. Lardie, President AER, Supervisor Dept. of Radio Education, Detroit Public Schools.

Jennings Pierce, First Vice-President AER, National Broadcasting Co., Hollywood.

William Ladd, Second Vice-President AER, Seattle Public Schools, Seattle, Wash.

Gertrude Broderick, Secretary AER, U. S. Office of Education, Washington, D. C.

George Jennings, Treasurer AER, Chicago Radio Council, Chicago.

FUNCTIONS

Promotion of education by radio and the publication of a journal (Journal of the AER) monthly except June, July and August.

•

Assoc. of Canadian Advertisers, Inc.

303 Federal Building, 85 Richmond St., West,
Toronto 1, Ontario.
ADelaide 8047-8

OFFICERS

President—Neil B. Powter, Howard Smith Paper Mills, Limited, Montreal.

Vice-Presidents—George S. Bertram, Swift Canadian Co., Limited, Toronto; H. J. G. Jackson, Chrysler Corporation of Canada Limited, Windsor; Lee Trenholm, Underwood Limited, Toronto; Hedleigh T. Venning, Shirriff's Limited, Toronto; Muriel Whitlock, Courtaulds (Canada) Limited, Montreal.

Treasurer—J. P. Lyons, Manufacturers Life Insurance Co., Toronto.

General Manager & Secretary—Athol McQuarrie, 303 Federal Building, Toronto 1, Ontario.

DIRECTORS

D. E. Bankart, Northern Electric Co., Limited, Montreal; Robert E. Day, Bulova Watch Co. Limited, Toronto; John W. Doherty, Imperial Oil, Limited, Toronto; J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada, Ltd., Kitchener; John W. Lawrence, The Borden Co., Limited, Toronto; L. E. Phenner, Canadian Cellucotton Products Co., Ltd., Toronto; John O. Pitt, Canadian Fairbanks-Morse Co., Ltd., Montreal; R. Harold Smyth, Dominion Rubber Co., Limited, Montreal; A. Usher, RCA Victor Co., Limited, Montreal; C. H. Willis, Appleford Paper Products, Limited, Hamilton.

FUNCTIONS

This association was incorporated in March 1917. For 32 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

BUREAU OF BROADCAST MEASUREMENT

303 Federal Building, 85 Richmond Street West,
Toronto 1, Ontario
ADelaide 8047-8

President: L. E. Phenner, Canadian Cellucotton Products Co. Limited, Toronto.

Vice-President: Adrian Head, J. Walter Thompson Co. Ltd., Toronto.

Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

H. N. Stovin, Horace N. Stovin & Company, Toronto; W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; J. A. MacLaren, MacLaren Advertising Co. Ltd., Toronto; Harold E. Stephenson, The Canada Starch Co., Limited; Hector Fontaine, Canadian Advertising Agency, Ltd., Montreal, Que.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.

FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio.

•

Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
MU 7-7242

OFFICERS

President.....Paul B. West
Secretary.....Edward T. Batchelder
Chairman of the Board.....T. H. Young
(United States Rubber Company)
Vice-Chairman.....W. N. Connolly
(S. C. Johnson & Son)
Vice-Chairman.....Robert B. Brown
(Bristol-Myers Company)
Treasurer.....Albert Brown
(The Best Foods, Inc.)

DIRECTORS

Marshall Adams, Mullins Manufacturing Corp.; Arthur H. Boylan, The Brackett Co.; Albert Brown, The Best Foods, Inc.; Paul S. Ellison, Sylvania Electric Products Inc.; Frank S. Ennis, America Fore Insurance and Indemnity Group; H. J. Henry, Johnson & Johnson; Hugh W. Hitchcock, Packard Motor Car Co.; D. H. Odell, General Motors Corp.; W. B. Potter, Eastman Kodak Co.; H. M. Shackelford, Johns-Manville Sales Corp.; Val A. Schmitz, The F & M Schaefer Brewing Co.; D. B. Stetler, Standard Brands, Inc.; Ralph Winslow, Koppers Company, Inc.

FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

•

Association of Radio News Analysts

Room 1207, 1540 Broadway, New York, N. Y.
BRyant 9-7800, Extension 386.

OFFICERS

President ..... Lowell Thomas
Chairman, Exec. Committee ..... H. V. Kaltenborn
Vice-President ..... John W. Vandercook
Vice-President ..... H. R. Baukhage
Secretary ..... Johannes Steel
Treasurer ..... Max Hill

FUNCTIONS

Membership consists of experienced news analysts devoting a major part of their time to radio work and not voicing their own commercials. The association's function is to improve quality and standards of radio news analysts.

•

The Authors' League of America

6 E. 39th St., New York, N. Y.
MUrray Hill 5-6930

OFFICERS

President ..... Russel Crouse
Vice-President ..... Fannie Hurst
Secretary ..... Katherine Seymour
Treasurer ..... Arthur Schwartz

COUNCIL

Franklin P. Adams, Frederick Lewis Allen, Erik Barnouw, Philip Barry, Carl Cramer, Sidney Carson, Hector Chevigny, Robert Colwell, Norman Corwin, Russel Crouse, John Dunkel, Mignon Eberhart, J. C. Furnas, Paul Gallico, Clifford Goldsmith, Arthur Garfield Hays, Oscar Hammerstein, II, Otto Harbach, Lillian Hellman, George Kelly, Ruth Adams Knight, Christapher LaForge, Georgia Layton, Howard Lindsay, Peter Lyon, Frank Mandel, Robert Newman, S. J. Perelman, Henry F. Pringle, Elmer Rice, Kurt Steel, Rex Stout, John Vandercook, Kenneth Webb, Kurt Weill, Thornton Wilder.

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

•

BMI Canada, Ltd.

2100 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS

President ..... Sydney M. Kaye
Vice-President ..... Merritt E. Tompkins
Vice-President ..... Harry Sedgwick, K. C.
Vice-President ..... Joseph Sedgwick
Vice-President ..... J. E. Campeau
Secretary-Treasurer ..... T. A. Evans

FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.
CIrcle 7-0656

OFFICERS

North American Director ..... William R. Reed
Special Asst. to N.A.D. ..... Donovan Rowse
Program Advisor ..... Henry David
Research Department ..... J. A. S. Kenas
Chief Engineer ..... Arthur S. Toby
Acting Program Director ..... Sam Slate
Talks Producer ..... Annette Ebsen

BRANCH OFFICES

Chicago: 430 N. Michigan Ave., Phone, Delaware 6881. William N. Newton, Middle West Representative.
Washington: 1150 Connecticut Ave. Phone Executive 1465. Leonard Miall, Washington Correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation consist of two interrelated but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC's North American Service.

•

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.
PEnnsylvania 6-5466

OFFICERS

President ..... Justin Miller
Executive Vice President—General Counsel
Sydney M. Kaye
Vice President—General Manager ..... M. E. Tompkins
Treasurer ..... Charles E. Lawrence
Comptroller ..... Claude C. Boydston
Assistant Secretary ..... Robert J. Burton

John Elmer, WCBM, Baltimore, Maryland; Carl Haverlin, Mutual Broadcasting System, New York City; William S. Hedges, National Broadcasting Co., New York City; Leonard Kapner, WCAE, Pittsburgh, Pa.; Joseph A. McDonald, American Broadcasting Co., New York City; Justin Miller, National Association of Broadcasters, Washington, D. C.; Paul Morency, WTIC, Hartford, Conn.; J. Leonard Reinsch, WSB, Atlanta, Ga.; J. Harold Ryan, Fort Industry Company, Toledo, Ohio; Frank K. White, Columbia Broadcasting System, New York City.

STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnoon, Constance Mendel.

BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.
Executive-in-Charge ..... Eddie Janis

54 West Randolph St., Chicago, Ill.
Executive-in-Charge ..... James Cairns

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

•

Canadian Assn. of Broadcasters

2100 Victory Bldg., Toronto, Ont., Canada
Elgin 5623

OFFICERS

Chairman of the Board ..... Harry Sedgwick
Engineering Consultant ..... Harry S. Dawson
Director of Broadcast Adv. ..... Doug Scott
Public Service Director ..... T. Jim Allard
Secretary-Treasurer ..... T. Arthur Evans

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 81 privately owned (independent) broadcasting stations in Canada.

●

Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.
CIrcle 6-5566

OFFICERS

President.....Gene Buck
1st Vice-President.....Pat O'Brien
2nd Vice-President.....Jay Jostyn
Honorary Vice-Presidents:
Bing Crosby, Dan Healy, Donald Brian
Recording Secretary.....Kathryn Givney
Historian.....Kathryn W. Givney
Executive Secretary.....George Buck
Chairman of Executive Board.....Frank McNellis
Chairman of Advisory Board..Hon. Edward P. Mulrooney

FUNCTIONS

Social and benevolent organization, founded for the temporal and spiritual welfare of the people of the theatrical profession, including stage, screen and radio. It is our purpose to help, in every possible way, the best interests of the theater.

●

Catholic Writers Guild of America

128 W. 71st St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....Donald R. O'Brien
Vice-President.....Richard Reid
Treasurer.....Clarence E. Heller
Executive Secretary.....Eleanor M. Tucker

BOARD OF GOVERNORS

Right Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Edgerly, Margaret Marshall, Jos. J. Reilly, Mrs. Phillip Brennan, Nicholas Farley, Kenton Kilmer.

FUNCTIONS AND ACTIVITIES

The press, inclusive of the writer, editor and publisher of newspaper, magazine, screen and stage manuscripts, desiring a statement of the Catholic mind on Church issues or current national events, will find the Catholic Writers Guild of America ready to cooperate in directing inquiry to a source of authentic information.

●

Chicago Radio Management Club

410 N. Michigan Ave.
Chicago 11, Ill.
Del. 7860

OFFICERS

President.....Holman Faust
Vice-President.....Mark Smith
Treasurer.....Kenneth E. Shepard

FUNCTIONS AND ACTIVITIES

To provide a common meeting ground for discussions of problems of radio management, to formulate and maintain standards and principles of fair practice in the industry, to disseminate information relative to current radio trends and to act as a central agency through which radio, advertising, publicity, counsel and similar services may be furnished to governmental, war and allied causes upon demand.

●

Committee on Consumer Relations In Advertising, Inc.

420 Lexington Ave., New York, N. Y.
MUrray Hill 5-7367

OFFICERS

Chairman.....John Benson
Executive Director.....Kenneth Dameron

FUNCTIONS

This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and others interested in management problems arising from consumer movements.

●

Composers, Authors and Publishers Assn. of Canada, Ltd.

1003 Royal Bank Bldg., Toronto, Canada
Phone: Elgin 9219

OFFICERS

President.....H. T. Jamieson, F.C.A.

DIRECTORS

Prof. Claude Champagne, Montreal; A. Grosart, Toronto; H. T. Jamieson, Toronto; Harry E. Jarman, Toronto; Mart Kenny, Toronto; Ralph Hawkes, London, Eng.; W. S. Low, Toronto; Holmes Maddock, Toronto; John Murray Gibbon, Montreal; John G. Paine, New York; Sir Ernest MacMillan, Toronto; Gordon V. Thompson, Toronto.

FUNCTIONS

The Association's functions are to collect fees for the public performance of the copyright musical works of its members and to restrain unauthorized performance thereof.

●

The Dramatists' Guild

6 E. 39th St., New York, N. Y.
MUrray Hill 5-6930

OFFICERS

President.....Richard Rodgers
Vice-President.....George S. Kaufman
Secretary.....Victor Wolfson

COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Edward Childs Carpenter, Edward Chodorov, Russel Crouse, Owen Davis, Howard Dietz, Philip Dunning, Dorothy Fields, Joseph Fields, Nancy Hamilton, Oscar Hammerstein, II, Lillian Hellman, F. Hugh Herbert, George S. Kaufman, Sidney Kingsley, Arthur Kober, Howard Lindsay, Ogden Nash, Elliott Nugent, Eugene O'Neill, Paul Osborn, John Patrick, Samson Raphaelson, Elmer Rice, Arthur Schwartz, Robert E. Sherwood, Kurt Weill, and Victor Wolfson.

FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

●

Federal Communications Bar Assn.

Office of Secretary, 921 Tower Bldg.,
Washington 5, D. C.
District 2141

OFFICERS

President.....Philip G. Loucks
1st Vice-President.....Carl I. Wheat
2nd Vice-President.....Reed T. Rollo
Secretary.....William A. Porter
Treasurer.....Arthur H. Schroeder

FUNCTIONS

A national association of lawyers admitted to practice before the Federal Communications Commission.

●

Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York 10, N. Y.
GRamercy 5-3475

OFFICERS

Executive Secretary.....Frank C. Goodman
Assistant Executive.....Ethel A. Rich
Program Director.....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio, organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces seventeen non-sectarian religious radio programs over three national networks.

Federal Radio Education Committee (FREC)

Tempo 2, 19th and D Sts., N.W., Washington 25, D. C.
Executive 6500, Extension 2565

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman.....Franklin Dunham
Secretary-Editor.....Gertrude G. Broderick

EXECUTIVE COMMITTEE MEMBERS

John W. Studebaker, U. S. Commissioner of Education, Chairman
George P. Adair, Chief Engineer, Federal Communications Commission
Lyman Bryson, Director of Education, Columbia Broadcasting System
Elsie Dick, Director of Education, Mutual Broadcasting System
Clifford J. Durr, Commissioner, Federal Communications Commission
John Elmer, President, Baltimore Broadcasting Corporation
Willard E. Givens, Executive Secretary, National Education Association
Rev. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference
Darney S. Lancaster, Former State Supt. of Public Instruction (Va.) representing National Council of Chief State School Officers
Harold B. McCarty, Director, Station WHA, representing National Association of Educational Broadcasters
Bruce E. Mahan, Director of Extension, State University of Iowa, representing National University Extension Association
Justin Miller, President, National Association of Broadcasters
Robert Saudek, Director of Public Service, American Broadcasting Company
Levering Tyson, President, Muhlenberg College
Judith C. Waller, Educational Director, Central Division, National Broadcasting Company

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

•

Federal Trade Commission

Pennsylvania Ave. at 6th St., N.W., Washington, D.C.
EXecutive 6800

PERSONNEL

Chairman.....Robert E. Freer
Commissioner.....Garland S. Ferguson
Commissioner.....Lowell B. Mason
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Secretary.....Otis B. Johnson
General Counsel.....Wm. T. Kelley
Dir. of Office of Legal Investigation..James A. Horton
Chief Economist.....William H. England
Dir. Trade Practice Conferences.....Henry Miller
Director, Radio & Periodical Div....Donald B. Gatling
Assistant Chief, Radio & Periodical Division
William F. Davidson

FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

•

First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS

President.....Lee E. Donnelley
Vice-President.....Norman Lewis
Secretary-Treasurer.....Melvin F. Hall

BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

•

The Institute for Education by Radio

Established 1930

Ohio State University, Columbus, Ohio
UNiversity 3148, Extension 708

OFFICERS

Honorary Director.....W. W. Charters
Director.....I. Keith Tyler
Executive Secretary.....Ardis Hillman Wheeler

PROGRAM COMMITTEE

Howard Donahoe, Program Director, WCOL; W. H. Ewing, Program Director, WOSU; T. C. Holy, Director, Bureau of Educational Research, Ohio State University; Irwin A. Johnson, Director of Developmental Programs, WBNS; John Moses, Program Director, WHKC; H. W. Nisonger, Chairman, University Radio Education Committee; Harrison B. Summers, Professor of Speech, Ohio State University; I. Keith Tyler, Director of the Institute; Ardis Hillman Wheeler, Executive Secretary of the Institute.

FUNCTIONS

This annual national conference was established in 1930 at the Ohio State University to provide for joint discussion, by broadcasters, educators and civic leaders, of the problems of educational broadcasting. The program is devoted chiefly to consideration of the policies and techniques of radio and is developed from the suggestions and recommendations of those attending the Institute in previous year. No resolutions are passed. The Institute also sponsors the American Exhibition of Educational Radio Programs which gives awards and honorable mentions to outstanding program series.

•

Institute of Radio Engineers

1 East 79th St., New York 21, N. Y.
MEdallion 3-5661

OFFICERS

President.....Frederick B. Llewellyn
Vice President.....Edward M. Deloraine
Treasurer.....William C. White
Secretary.....Haraden Pratt

BRANCH OFFICE

Advertising Dept., 303 West 42nd St., New York 18, N. Y.
CIrcle 6-6357
William C. Copp, Advertising Manager.

FUNCTIONS

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceeding of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

●

Intercollegiate Broadcasting System, Inc.

507 Fifth Ave., New York 17, N. Y.
VAnderbilt 6-6075, 6137

OFFICERS

Chairman.....George Abraham
Technical Manager.....David W. Borst
Program Manager.....David Linton
Station Relations Manager.....Sonia-Jane Brown

BRANCH OFFICES

2802 Erie Street, Washington 20, D. C.
Franklin 9045
Executive Chairman.....George Abraham
706 Sanders Avenue, Schenectady 2, N. Y.
Schenectady 3-6028
Technical Manager.....David Borst

FUNCTIONS

A non-profit association of college campus radio stations, serving as a central clearing-house for information and for program exchange. Issues numerous publications, including handbooks, newsletters, and a monthly magazine, and operates networks of campus stations, the Ivy Network and the Middle Atlantic Network. Member stations are located at the following colleges: U. of Alabama, Brigham Young U., Brown U., Bryn Mawr College, Bucknell U., Columbia U., U. of Connecticut, Cornell U., Georgetown U., Hamilton College, Harvard U., Haverford College, MacMurray College, Mary Washington College, Miami U. (Oxford, Ohio), North Carolina State College, Ohio U., College of the Pacific, U. of Pennsylvania, Princeton U., Radcliffe College, Rutgers U., St. Lawrence U., U. of South Carolina, Stephens College, Swarthmore College, Union College, Wellesley College, Wesleyan U., Williams College, Yale U.

●

Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington 25, D. C.

OFFICERS

Chairman.....A. G. Simson
Vice-Chairman.....Dr. J. H. Dellinger
Secretary.....M. A. Price
Assistant Secretary.....W. F. Bradley
Chairman, Technical Subcommittee...Comdr. John M. Grider

AGENCY AND REPRESENTATIVE

Department of Agriculture.....E. W. Loveridge, Repr., E. C. Wagner, Alt.
Department of Commerce....Dr. J. H. Dellinger, Repr., L. H. Simson, Alt.*
Federal Communications Commission...Capt. Paul D. Miles, Repr., M. A. Price, Alt.*
Department of the Interior....S. L. Windes, Repr., Howard F. Carl, Alt.
Department of Justice.....R. T. Harbo, Repr., H. J. Walls, Alt.
U. S. Maritime Commission.....D. S. Brierley, Repr.
Navy Department...Comdr. Henry Williams, Jr., Repr., Comdr. John M. Grider, Alt.*
Post Office Department.....Roy M. Martin, Repr.
Department of State.....H. B. Otterman, Repr. Robert R. Burton, Alt.
Treasury Department.....Capt. D. E. McKay, Repr., Lt. Comdr. Whitney M. Prall, Alt.*
War Department....Col. A. G. Simson, SC, Repr.,* Lt Col. Nathaniel White, SC, Alt.

TECHNICAL ADVISORS ACCREDITED TO COMMITTEE V:

M. H. Woodward.....FCC
Dr. E. Dillon Smith.....Dept. of Commerce, WB
I. W. Conrad.....Dept. of Justice, FBI
W. Dean.....Navy Department

* Also regular representatives on the Technical Subcommittee.

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature which is confidential.

●

International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington 5, D. C.
District 3764

OFFICERS

International President.....Ed J. Brown
International Secretary.....G. M. Bugniazet
International Rep. for Radio Broadcasting, W. L. Reed

FUNCTIONS

The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over technicians, and engineers in radio broadcasting. IBEW unions of radio broadcast technicians and engineers have been established throughout the United States, and approximately 400 standard commercial broadcast stations have collective bargaining agreements with IBEW.

●

The Lambs

130 W. 44th St., New York 18, N. Y.
BRyant 9-8020

OFFICERS

Shepherd.....Raymond Peck
Boy.....Ralph Morgan
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Jack Whiting
Treasurer.....James E. Meighan
Librarian.....Walter N. Greaza

DIRECTORS

Kenneth Webb, Earl Benham, John McManus, William P. Adams, Elliott Nugent, Joseph S. Buhler, Ward Wilson, Bruce Evans, William J. Kelly, Russ Brown, Frank Fay, John Alexander, Jay Jostyn, Otto Krueger, Arthur Maitland.

LIFE DIRECTORS: R. H. Burnside, William Gaxton, Fred Waring, John Golden.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

●

Market Research Council

c/o E. C. Wilson
CBS, 485 Madison Avenue, New York 17, N. Y.

OFFICERS

President.....Robert N. King
Vice-President.....Cornelius DuBois
Secretary-Treasurer.....Elmo C. Wilson

EXECUTIVE COMMITTEE

Robert N. King, Cornelius DuBoise, C. E. Wilson, Edward Battery, Jr., Robert B. Brown.

FUNCTIONS

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President.....Lester Santly
Vice-President.....Jack Mills
Secretary.....J. J. Bregman
Treasurer.....Louis Bernstein
General Manager-Agent and Trustee.....Harry Fox

•

National Association of Broadcasters

(For Complete Listing See NAB Section, Page 234)

•

National Assn. of Performing Artists

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

Honorary President.....Josef Hofmann
President.....James J. Walker
Vice-President.....Fred Waring
Vice-President.....Meyer Davis
Vice-President.....Paul Whiteman
Vice-President.....Al Jolson
Treasurer.....Don Voorhees
General Counsel.....Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efrem Zimbalist.

FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

•

National Association of Educational Broadcasters

1010 S. Wright St., Urbana, Illinois
Urbana 7-2616

OFFICERS

President.....Frank E. Schooley
Vice-President.....Allen Miller
Treasurer.....W. I. Griffith
Executive Secretary.....A. James Abel

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

President.....R. P. Clayberger
Vice-President.....Phillips Wyman
Secretary.....Warren C. Agry
Treasurer.....John L. Anderson
General Manager.....Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

•

National Assoc. of Radio News Directors

(Contact either the President or Secretary, whose addresses are listed below)

OFFICERS

President.....John F. Hogan
Station WCSH, Portland, Me.
1st Vice-Pres.....Sig Mickelson
Station WCCO, Minneapolis, Minn.
2nd Vice-Pres.....Jack Shelley
Station WHO, Des Moines, Iowa
Secretary.....Edward Wallace
Station WTAM, Cleveland, Ohio
Treasurer.....John Murphy
Station WCKY, Cincinnati, Ohio

FUNCTIONS

The National Association of Radio News Directors (NARND) was organized Oct. 24 1926, at Cleveland, Ohio. With about 200 members (station news directors). Its function is the betterment of radio news. NARND has nothing to do with unionizing or wage scales. It furthers an exchange of ideas among radio newsmen for the improvement of their profession.

•

National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
Superior 8140

OFFICERS

Chairman, Board of Directors.....Arno O. Witt
Schramm Inc., West Chester, Pa.
President-General Manager.....W. Lane Witt
N.I.A.A. Headquarters, 100 E. Ohio St., Chicago 11, Ill.
Secretary-Treasurer.....Walter M. Yogerst
Bodine Electric Co., 2254 W. Ohio St., Chicago, Ill.
Vice-President.....J. A. Burgess
Gulf Oil Corp., Gulf Bldg., Pittsburgh 19, Pa.
Vice-President.....Ross M. Cunningham
Massachusetts Institute of Technology, Cambridge, Mass.
Vice-President.....C. E. Cischel
Walter Kidde & Co., Inc., 140 Cedar St., New York, N. Y.
Vice-President.....Harry O. Heller
Reed Roller Bit Co., Houston 1, Texas

Vice-President.....Howard Kenyon
LaPlant-Choate Mfg. Co., Cedar Rapids, Iowa
Vice-President.....C. N. Kirchner
Evans Associates, Inc., 307 N. Michigan Ave., Chicago 11, Ill.
Vice-President.....Richard F. O'Mara
Western Precipitation Corp., 1016 W. Ninth St., Los Angeles 15, Calif.
Vice-President.....V. R. Young
Canadian General Electric Co. Ltd., 212 King St., W., Toronto, Ont., Canada
Past-President.....James R. Kearney, Jr.
J. R. Kearney Corp., 4236 Clayton Ave., St. Louis 10, Mo.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

•

National Variety Artists, Inc.

223-5 W. 46th St., New York 19, N. Y.
COlumbus 5-2638

OFFICERS

President ..... Louis Handin
First Vice-President.....Lester Rose
Second Vice-President.....Nick Elliott
Treasurer .....Frank O'Connell
Secretary .....Rosa Crouch

BOARD OF DIRECTORS

Leon E. Bendon, Bert Spencer, Joe Verdi, Harry Jackson, Billy Gould, Lillian Weed, Phil Kelly, Harry Ferguson, Lottie Dixon, Joe Rose (Alt.)

TRUSTEES

Joe Gilbert, Henry Lewinsohn, Joe Pastor, Julio Roig, Evelyn Kelly, Harry Mansfield.
Lester Rose.....Public Relations

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

•

Nebraska Broadcasters Association

Secretary's Office: c-o WJAG, Norfolk, Nebr.
Phone: 432
President .....Duane Watts
(KHAS, Hastings)
Vice-President .....Harry Peck
(KFOR, Lincoln)
Secretary-Treasurer .....Art Thomas
(WJAG, Norfolk)

DIRECTORS

Harry Burke, KFAB, Lincoln; L. L. Hilliard, KGKY, Scottsbluff; John J. Gillin, Jr., WOW, Omaha.

MEMBER STATIONS

KBON, Omaha; KFAB, Lincoln; KFOR, Lincoln; KGFW, Kearney; KGKY, Scottsbluff; KODY, North Platte; KHAS, Hastings; KMMI, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

•

North Carolina Assn. of Broadcasters

Radio Station WSJS, Winston-Salem, N. C.
Office of the Secretary
4141

OFFICERS

President.....J. Frank Jarman
Vice-President.....Richard A. Dunlea
Secretary & Treasurer.....Harold Essex

FUNCTIONS

To handle matters pertinent to the state broadcasters as a group and to act as a clearing house for information concerning member stations. Two convention meetings are held yearly.

•

Northern California Broadcasters Association

c/o Glenn Shaw, President
KLX, Tribune Tower
Oakland 4, Calif.
Glencourt 0660

OFFICERS

President .....Glenn Shaw
(KLX, Oakland)
Secretary-Treasurer .....Ray Hamilton
(KSFO, San Francisco)

FUNCTIONS

The Northern California Broadcasters Assn. is an informal organization established to discuss and work out problems common to the broadcasting stations in the territory.

•

Ohio Association of Broadcasters

22 E. Gay St., Columbus 15, Ohio
Phone, Adams 1101

OFFICERS

President.....John Pattison Williams
(WING, Dayton)
Vice-President.....E. E. Flanigan
(WSPD, Toledo)
Secretary-Treasurer.....Carl M. Everson
(WHKC, Columbus)

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

•

Pacific Advertising Association

Charles W. Collier, Managing Director
Lola M. Huey, Executive Secretary
337 Monadneck Building
San Francisco, Calif.
Garfield 6868

OFFICERS AND DIRECTORS

President—Charles A. Storke, Asst. Publisher, News-Press, operators of Radio Station KTMS, Santa Barbara, Calif.

Senior Vice-President—Vernon Churchill, Assistant to Publisher, The Oregon Journal, Portland, Oregon.

Secretary-Treasurer—George A. Moore, Vice-President, Prudential Federal Savings & Loan Association, 125 South Main St., Salt Lake City, Utah.

Vice-President at Large—Helen O'Neil, Manager Oakland Office, Fielder Sorenson & Davis, Latham Square Building, Oakland, Calif.

Vice-President Dist. No. 1—Harvey A. Brassard, Account Executive, Syverson-Kelley, Inc., Mohawk Building, Spokane, Washington.

Vice-President Dist. No. 2—Gilbert L. Stanton, Dir. of Adv. and Public Relations, Idaho Power Company, Boise, Idaho.

Vice-President Dist. No. 3—H. Quenton Cox, Asst. Manager, Station KGW, Portland, Oregon.

Vice-President Dist. No. 4—Wilmot P. Rogers, Advertising Director, California Packing Corporation, 101 California St., San Francisco, Calif.

Vice-President Dist. No. 5—Harwood H. Fawcett, Transit Advertising Company, Union Biulding, San Diego, California.

Past President—George Weber, MacWilkins, Cole & Weber, Republic Bldg., Seattle, Wash.

Chairman, Finance Committee—Howard Willoughby, Vice-President and General Manager, Lane Publishing Co., 576 Sacramento St., San Francisco, Calif.

Chairman, Club Service Committee—Benot Hanau, Advertising Counselors of Arizona, 707 Security Building, Phoenix, Arizona.

Chairman, Advancement of Business Committee—Don Belding, Chairfan of the Board of Foote, Cone & Belding, 601 5th St., Los Angeles, Calif.

Chairman, Senior Advisory Committee, Junior Division—Claire Drew Forbes, Adv. Manager, Rhodes Dept. Sttore, Seattle, Washington.

Chairman, Pacific Coast Advertising Commission—George W. Kleiser, President, Foster & Kleiser Co., 1675 Eddy St., San Francisco, Calif.

FUNCTIONS

The Pacific Advertising Association, now in its 43rd year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 2,800 members, has energetically pursued this purpose in all of its many divisions of work; in the Advertising Clubs, in annual conferences, and in its aggressive Advancement of Business Program.

•

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President.....George B. Coleman
(WGBI, Scranton)
Vice-President .....Roy Thompson
(WFBG, Altoona)
Treasurer.....Dr. Leon Levy
(WCAU, Philadelphia)
Secretary.....C. G. Moss
(WKBO, Harrisburg)

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

•

Professional Music Men, Inc.

1270 Sixth Ave., New York 20, N. Y.
COlumbus 5-7362

OFFICERS

President.....Rocco Vocco
First Vice-President.....Joseph Santly
Second Vice-President.....Charles Warren
Third Vice-President .....Phil Kornheiser
Treasurer.....Irving Tanz
Financial Secretary.....Michael L. Schloss
Recording Secretary.....Louis E. Schwartz
Sergeant-at-Arms.....David Kent
Executive Director.....Bob Miller

BRANCH OFFICES

19 S. La Salle St., Chicago, Ill.
Regional Director.....Morton Schaefer
1549 N. Vine Street, Hollywood, Calif.
Regional Director .....Nat Winecoff
36 East Fifth Street, Cincinnati, Ohio
Regional Director .....Danny Engel
433 Little Building, Boston, Mass.

FUNCTIONS

Charitable and Benevolent Organization.

•

The Radio Club of America, Inc.

11 W. 42nd St., New York 18, N. Y.
LOngacre 5-6622

OFFICERS

President .....Alan Hazeltine
Vice-President.....O. James Morelock
Treasurer.....J. J. Stantley
Corresponding Secretary.....Harry Sadenwater
Recording Secretary.....J. H. Bose

DIRECTORS

R. M. Akin, Jr., E. V. Amy, E. H. Armstrong, R. R. Batcher, G. E. Burghard, J. L. Callahan, M. G. Crosby, L. C. F. Horle, H. W. Houck, F. A. Klingenschmitt, John Van Beuren, Paul Ware, H. M. Wheeler.

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

•

Radio Council—WBEZ (FM)

Chicago Public Schools
228 N. La Salle St., Chicago 1, Ill.
Dearborn 7801

OFFICERS

Director .....George Jennings
Program Director.....Elizabeth E. Marshall
Production Head.....Robert R. Miller
Engineer..... .....E. H. Andresen

FUNCTIONS

The Radio Council of the Chicago Public Schools operates a non-commercial FM station and is a producing group primarily interested in presenting in-school broadcasts for classroom use. The Council also produces many out-of-school programs over standard Chicago stations of a public service or adult education nature.

•

Radio Directors Guild

A. F. of L.
The Gladstone
114 E. 52nd St., New York 22, N. Y.
PLaza 3-4300

OFFICERS

President .....George Zachary
Vice-Pres. .....Edward A. Byron
Vice-Pres. ..... Burr Lee

Vice-Pres. ..... Paul Franklin
Secretary ..... Earle McGill
Treasurer ..... Lyle Barnhart
Executive Secty. ..... Newman H. Burnett

BRANCH OFFICES

410 N. Michigan Ave., Chicago, Ill. Phone Superior 3016
Executive in Charge ..... Burr Lee
6000 Sunset Blvd., Hollywood, Calif. Phone Granite 5866
Executive in Charge, Thomas Freebairn-Smith

FUNCTIONS

An organization to advance, foster, promote and benefit the interests of directors and associate directors of radio and television programs and to protect and secure their rights in their professional activities.

●

Radio Executives Club of New York

President's Office
Mutual Broadcasting System
1440 Broadway, New York 18, N. Y.
PEnnsylvania 6-9800

OFFICERS

President ..... Robert D. Swezey
Vice-President ..... Elizabeth Black
Secretary ..... Claude Barrere
Treasurer ..... N. Charles Rorabaugh

FUNCTIONS

Promote and encourage the use of radio broadcasting as a medium of advertising; create a lasting fraternity of the persons engaged in radio broadcasting and its allied fields; provide for a common meeting place; promote a better understanding among members of the problems confronting the industry; disseminate information pertaining to radio which may be of mutual interest and value to members and the industry. The REC hold meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

●

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.
National 4901

OFFICERS

President ..... R. C. Cosgrove
Executive Vice-President-Secretary ..... Bond Geddes
Treasurer ..... Leslie F. Muter
General Counsel ..... John W. Van Allen
Vice-President ..... E. A. Nicholas
(Farnsworth Television & Radio Corp.)
Vice-President ..... George Lewis
(Federal Telephone & Radio Corp.)
Vice-President ..... M. F. Balcom
(Sylvania Electric Products, Inc.)
Vice-President ..... Robert C. Sprague
(Sprague Electric Company)

DIRECTORS

Ben Abrams, Emerson Radio & Phonograph Corp.; E. Alschuler, Sentinel Radio Corp.; Dr. W. R. G. Baker, General Electric Co.; John Ballantyne, Philco Corp.; Herbert A. Bell, Packard-Bell Co.; F. C. Best, Chicago Telephone Supply Co.; P. S. Billings, Belmont Radio Corp.; A. Blumenkrantz, General Instrument Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; Monte Cohen, F. W. Sickles Co.; S. I. Cole, Aerovox Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, RCA-Victor Division of RCA; G. Richard Fryling, Erie Resistor Corp.; Paul V. Galvin, Galvin Mfg. Corp.; A. H. Gardner, Colonial Radio Corp.; Joseph Gerl, Sonora Radio & Television Corp.; F. A. Hiter, Stewart-Warner Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, Western Electric Co., Inc.; Dr. Ray H. Manson, Stromberg-Carlson Co.; J. J. Nance, Zenith Radio Corp.; David T. Schultz, Raytheon Mfg. Co.; Ernest Searing, International Resistance Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.; A. S. Wells, Wells-Gardner & Co.

FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

●

Radio Manufacturers Assn. of Canada

Room 703, 159 Bay St., Toronto 1, Ont., Canada
Adelaide 1531

OFFICERS

President ..... S. L. Capell
Vice-President ..... F. R. Deakins
Executive Secretary ..... S. D. Brownlee
Chairman, Parts & Accessory Division ..... T. S. Farley
Chairman, Engineering Committee ..... G. J. Irwin
Chairman, Service Committee ..... C. O. Baldwin

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

●

Radio Script & Transcription Exchange

U. S. Office of Education, Washington 25, D. C.
EXecutive 6500, Ext. 2565

OFFICERS

Chief ..... Franklin Dunham
Radio Education Specialist ..... R. R. Lowdermilk
Asst. Radio Education Specialist ..... Gertrude G. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

●

Radio Technical Planning Board

1 East 79th St., New York 21, N. Y.
ME 3-5661

Chairman ..... Haraden Pratt
Vice-Chairman ..... J. L. Middlebrooks
Treasurer ..... Will Baltin
Secretary ..... G. W. Bailey

FUNCTIONS

The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York 16, N. Y.
MUrray Hill 5-6930

OFFICERS

National President.....Sam Moore
Vice-Presidents: Eastern Region.....Peter Lyon
Midwestern Region.....Orin Tovrov
Western Region.....Milton Merlin

BRANCH OFFICES

Chicago: 203 N. Wabash Ave., Phone, Andover 5458. Jean Pettus, Exec. Secy. Hollywood: 1655 N. Cherokee Ave., Phone, Hollywood 3601. Aubrey Finn, Exec. Secy.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

•

Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver 2, Colo.
KEystone 5306

OFFICERS

President.....W. D. Armentrout
Secretary.....Roy M. Green
Treasurer.....Malcolm G. Wyer
Director.....Allen Miller

EXECUTIVE COMMITTEE

A. Helen Anderson, Ben M. Cherrington, H. M. Crain, Robert L. Stearns.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit cooperative organization consisting of thirty-three educational organizations. The Council aids in planning, preparing and producing radio programs for broadcast over radio stations in Colorado and Wyoming.

•

School Broadcast Conference

228 N. La Salle St., Chicago 1, Ill.
Dearborn 7801

OFFICERS

Director.....George Jennings

EXECUTIVE COMMITTEE

Judith Waller, NBC, Chicago; Elizabeth E. Marshall, Radio Council, WBEZ, Chicago; David Heffernan, Assistant Superintendent, Cook County Schools, Chicago.

FUNCTIONS

The School Broadcast Conference will hold its 11th annual meeting in 1947. It is a permanent national meeting to discuss the use of radio in education. An advisory committee, made up of some 75 educators and radio executives throughout the nation assist the executive committee in preparation of the annual program. The Conference, in connection with its annual meeting, holds an exhibit of new equipment for school use. It serves as a clearing house for information about equipment, scripts and production problems insofar as educational broadcasting is concerned throughout the year. It publishes a number of educational radio texts.

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365.

OFFICERS

President.....Paul Heinecke
Treasurer.....R. C. Heinecke
Vice-President.....K. A. Jadassohn
Assistant to the President.....Kolin Hager

FUNCTIONS

Licensing the use of copyrighted music, transcription library, syndicated transcribed tailor-made programs for advertisers.

•

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York 18, N. Y.
LOngacre 5-9124

OFFICERS

President.....Sholom Secunda
Vice-President.....Rev. Pinchus Jassinowsky
Treasurer.....Joseph M. Rumshinsky
Secretary.....Henry Lefkowitch
General Manager.....Salom J. Perlmutter

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

•

Society of Motion Picture Engineers

Hotel Pennsylvania, New York 1, N. Y.
PEnnsylvania 6-0620

OFFICERS (As of Jan. 1, 1947)

President.....Loren L. Ryder
Past-President.....Donald E. Hyndman
Executive Vice-President.....Earl I. Sponsable
Engineering Vice-President.....John A. Maurer
Editorial Vice-President.....Clyde R. Keith
Financial Vice-President.....M. Richard Boyer
Convention Vice-President.....William C. Kunzmann
Secretary.....G. T. Lorance
Treasurer.....Edmund A. Bertram
Engineering Secretary.....Boyce Nemec
Executive Secretary.....Harry Smith, Jr.

GOVERNORS

J. W. Boyle — J. G. Frayne
F. E. Carlson — D. B. Joy
A. W. Cook — P. J. Larsen
R. M. Corbin — W. C. Miller
C. R. Daily — H. W. Moyse

SECTION CHAIRMEN

Atlantic Coast Section.....James Frank, Jr.
Midwest Section.....A. Shapiro
Pacific Coast Section.....W. V. Wolfe

FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.
COlumbus 5-3758

OFFICERS

President .....Sigmund Romberg
Vice-President.....Charles Tobias
Second Vice-President.....Milton Drake
Secretary.....Peter De Rose
Treasurer .....Abel Baer
Counsel .....John Schulman
Executive Secretary.....Miss Sayre Marder

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

●

Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.
Michigan 8654

OFFICERS

President.....Robert O. Reynolds, KMPC, Los Angeles
Secretary-Treasurer....Lee Wynee, KGER, Los Angeles

FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 30 southern California stations and 4 networks, represented in each case by its manager or senior executive. Meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies, civic activities, etc.

●

Sports Broadcasters Association (New York Chapter)

c/o Joe Hasel, ABC, 30 Rockefeller Plaza
New York 20, N. Y.
CIrcle 7-5700

OFFICERS

President .....Stan Lomax
Vice-President (WOR, New York).....Jimmy Dolan
Vice-President (CBS), New York).....Joe Hasel
Treasurer (ABC, New York).....Andy Lang
National Sec. (ABC, New York)....Harry Wismer

FUNCTIONS

It is the object of the Sports Broadcasters Association to promote the standard of the profession of sports broadcasting among its members and to disseminate sports information to its members through a regular weekly luncheon. Membership is restricted to any male person who is actively engaged in the profession of sports broadcasting whether as an announcer, commentator or writer.

●

Television Broadcasters' Assn., Inc.

500 Fifth Ave., New York 18, N. Y.
LAckawanna 4-4788

OFFICERS

President.....Jack R. Poppele
Vice-President .....G. Emerson Markham
Secretary-Treasurer.....Will Baltin
Assistant Secretary-Treasurer.....Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc; John F. Royal, NBC; Jack R. Poppele, WOR, New York; Frank P. Schreiber, WGN, Inc.; Paul Raibourn, Television Productions, Inc.; Ernest H. Vogel, Farnsworth Television & Radio Corp.; G. Emerson Markham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment of adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

●

Twenty Year Club

167 East 64th St., New York, N. Y.
REgent 4-3344

Founder .....H. V. Kaltenborn

FUNCTIONS

The Twenty Year Club is an Honor Roll of men and women who have been associated with radio broadcasting for 20 years, and whose association antedates April 4, 1925. There are no dues, fees, officers, regular meetings, or other obligations. Three year books have been published. Much historic material on the beginnings of broadcasting has been placed in the club files.

●

United States Department of Agriculture

Office of Information
Radio Service
Washington 25, D. C.
Republic 4142—Extension 5163.

OFFICERS

Asst. Dir. of Information.....Kenneth M. Gapen
Chief, Radio and Video

BRANCH OFFICE

Western Representative
102 Federal Office Bldg., San Francisco, Calif.
Klondike 2-22630

FUNCTIONS

Prepares and voices Department of Agriculture programs on the network, including the National Farm and Home Hour; The American Farmer and Consumer Time. Issues weekly information letters and background material for farm and women's program directors.

PRODUCTION AND MARKETING ADMINISTRATION

Information Service
Washington 25, D. C.
Republic 4142

OFFICERS

Director.....J. B. Hasselman
Asst. Dir. (Radio & Market News Service) E. J. Rowell

AREA OFFICES

Southwest: 423 Wilson Bldg., Dallas 1, Texas. Riverside 1121. Meno Schoenbach, Chief.

Northwest: 150 Broadway, New York 7, N. Y. REctor 2-4720. Harry L. Carr, Chief.

Midwest: 5 So. Wabash Ave., Chicago 3, Ill. Andover 5860. Walter W. John, Chief.

West: 821 Market St., San Francisco 3, Calif. Exbrook 8381. J. Stan Livingston, Chief.

South: 449 W. Peachtree St., N.E., Atlanta 3, Ga. Walnut 4977. Arthur W. Susott, Chief.

FUNCTIONS

The Production and Marketing Administration is generally responsible for production, adjustment, loan, purchase, price support, diversion, export, surplus disposal programs, supply estimates, allocation recommendations, market news, standardization, inspection and grading, agricultural marketing agreements and other activities and programs.

•

United States Department of Interior—Radio Section

Interior Department Radio Studios
North Penthouse, Interior Bldg., Washington 25, D. C.
Republic 1820, Extension 4631 and 4632

PERSONNEL

Director .....Willett Kempton
Continuity .....Jack Frazer
Engineer in Charge.....H. Peter Meisinger

FUNCTIONS

The Radio Section of the Interior Department operates studios and a transcription service, both local and remote, available to all agencies of the Federal Government. For the Interior Department itself, it acts as a radio production and information center to keep broadcasters and radio advertisers informed about Department activities. These include land reclamation and utilization, hydroelectric power and irrigation projects, coal mine safety, national parks, U. S. territories and island possessions, development, use and conservation of natural resources, Indian affairs, geological survey, land management, experimental laboratories, etc.

•

Washington State Association of Broadcasters

c/o Station KGY, Olympia, Wash.
Tom Olsen, Olympia, Wash.
Olympia 6636

OFFICERS

President (KGY) .....Tom Olsen
Vice-President (KOL).....O. A. Runchey
Secretary-Treasurer (KRSC) .....Robert Priebe
Trustee (KFID) .....Dick McBroom
Trustee (KIT) .....James Murphy

FUNCTIONS

A non-profit Association made up of broadcasters of Washington State to advance the interest of the radio broadcasting industry in the state of Washington.

Western Association of Broadcasters

1000 Southam Bldg.
Calgary, Alberta, Canada
R-1036

OFFICERS

President.....A. M. Cairns

DIRECTORS

G. R. A. Rice, G. S. Henry, A. A. Murphy.

FUNCTIONS

To promote Goodwill and mutual protection amongst the broadcasting stations of Western Canada. To make recommendations to the Canadian Assocation of Broadcasters; to raise the standard of ethics of the operations of commercial broadcasting stations in Western Canada. Generally, the objects of the Canadian Association of Broadcasters.

•

Woman's National Radio Committee

113 West 57th St., New York 19, N. Y.
CIrcle 7-4110

OFFICERS

Chairman.....Mme. Yolanda Mero-Irion
Vice-Chairman.....Mrs. Marion M. Miller
Secretary.....Miss Helen Havener
Treasurer.....Mrs. M. D. Jackson
Executive Secretary.....Mrs. Rosalie Wolf
Members-At-Large.....Mrs. Sidonie M. Gruenberg, Mrs. Mary F. Larkin, Mrs. Emory Ross, Mrs. Jesse M. Bader, Mrs. Bettina Gunczy, Mrs. Harry Wessel.

FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint. Also publish "Radio Review."

•

Writers' Board

147 W. 42nd St., New York 18, N. Y.
BRyant 9-6937

Chairman.....Rext Stout
Executive Secretary.....Frederica Barach

MEMBERS

Carl Carmer, Russel Crouse, Jerry Devine, Clifton Fadiman, Thomas K. Finletter, Jack Goodman, Alan Green, Oscar Hammerstein, 2nd, Christopher La Farge, Robert J. Landry, Margaret Leech, Hobe Morrison, Henry Pringle, Luise Sillcox.

FUNCTIONS

To work with writers, editors, radio stations, etc., to further the production of constructive material dealing with racial and religious tolerance, the eradication of native fascism and promotion of world government, in our time.



If you plan to sell

IN EUROPE, NORTH AFRICA OR THE MIDDLE EAST
MORE THAN 24,000,000
OF YOUR POTENTIAL CUSTOMERS
CAN BE INTRODUCED
TO YOUR PRODUCT
THROUGH COMMERCIAL RADIO

For ALL Commercial Radio in these markets consult

FREMANTLE OVERSEAS RADIO LIMITED

660 Madison Avenue New York 21, New York
and London
BUtterfield 5-8505

INTERNATIONAL



International Broadcast Stations
Of The United States

•

CBS and NBC Latin-American Networks

•

Mexico

•

Central America

•

South America


LINKING THE Americas
"An outstanding network of radio stations covering Latin-America!"
Thousands of artists, composers, writers and technicians are cooperating to build up these structures for a new world. This great task is fostering a single continental economy opening unlimited new horizons to commerce and industry and offering opportunities for future commercial interchange . . . new markets! A new world for adventures!
LATIN AMERICA'S MOST IMPORTANT RADIO ORGANIZATION
RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P.O. Box 1324 MEXICO, D.F.- EMILIO AZCARRAGA, Pres: CLEMENTE SERNA MARTINEZ, V.Pres. Gen. Mgr.
R P M
RADIO PROGRAMAS DE MEXICO

INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

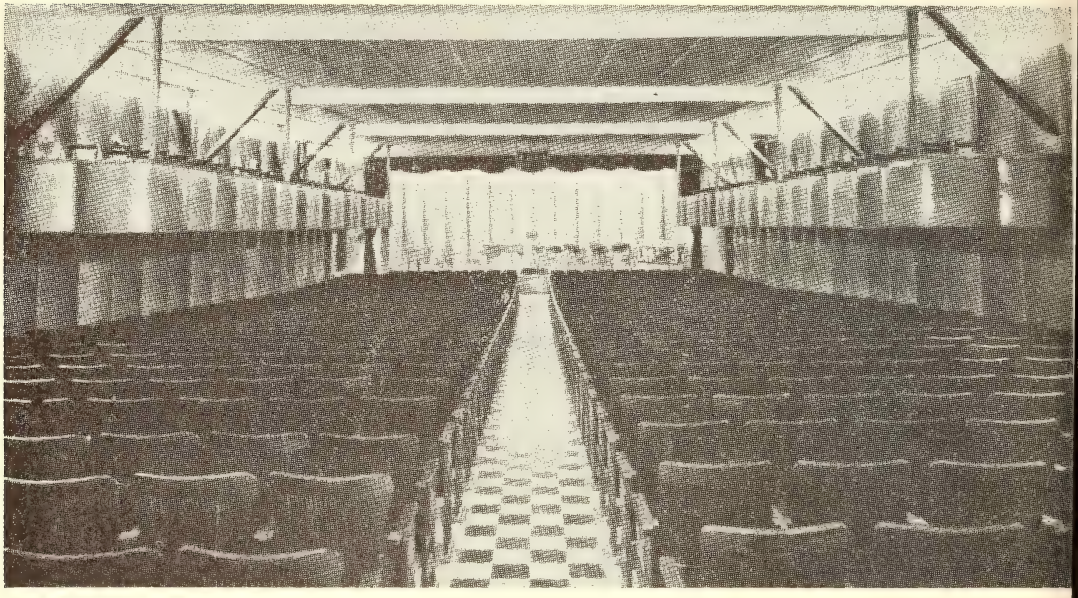
Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power*
The Associated Broadcasters, Inc. San Francisco, Calif.	KWID	6060, 7230, 9570, 11870, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, Calif.	KWIX	6060, 7230, 9570, 11870, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.		6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	10 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.	WOOC	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
		6170, 7575, 9750, 11145,	50 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBR	Freq. To Be Determined	200 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBA	Freq. To Be Determined	50 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBF	Freq. To Be Determined	
The Crosley Corp. Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800, 21650 SSA 9795	75 kw
The Crosley Corp. Mason, Ohio	WLWK	6080, 9590, 11710, 15250, 17800, 21650,	50 kw
The Crosley Corp. Mason, Ohio	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corp. Mason, Ohio	WLWS	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw
General Electric Company South Schenectady, N. Y.	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21,590, SSA 17,880, SA 9530	50 kw

RHC

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RHC CADENA AZUL

PRADO 53 HAVANA, CUBA

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General Electric Company South Schenectady, N. Y.	WGEO	6190, 7000, 9530, 9650, 11847.5, 15330, SSA 9550 and 17880	100 kw
General Electric Company near Belmont, Calif.	KGEI	6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 11790, 15130 and 17880	50 kw
General Electric Company Schenectady, N. Y.	WGEX	Freq. To Be Assigned	25 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WRCA	6100, 9670, 11890, 15150, 15190, 17780, 21630, SSA 11870 Kc and SA 11893	50 kw (50 to 100 kw on 9670)
National Broadcasting Co., Inc. Bound Brook, N. J.	WNBI	Same as WRCA	Same as WRCA
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRA	6100, 9670, 11890, 15150, 15090, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRE	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRI	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBC	Freq. To Be Assigned	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBI	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBA	Same as above	50 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540, SSO 7250, 78525	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460, 592, 7805	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9700, 11730, 15350, 17750, 2146, SSA 6140 7575, 8590, 9750, 11145, 11790, 15130	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 15130, 25600, 11790, 15350, 17750, 9700, SSA 6040, 7805	20 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUX	SSA 7575, 7805, 5290	7 kw
General Electric Co. Belmont, Calif.	KGEX	Freq. To Be Assigned	100 kw

La Cadena De Las Americas

(The Network of the Americas)

of

THE COLUMBIA BROADCASTING SYSTEM

—*PERSONNEL*—

Director of Latin American Affairs and Shortwave Broadcasting.....Edmund Chester
Assistant Director of Latin American Relations.....Robert Unanue
Manager of Press Information.....Margaret Kennedy
Director of Shortwave News.....Lawrence Haas
Assistant Director of Shortwave Broadcasting.....John Hundley
Director of Music.....Terig Tucci
Assistant in Charge of Operations.....Tony Kraber
Network Service Manager.....James E. Carson
Supervisor of Production.....Russ Johns
Supervisor of Spanish Section.....Tomàs Pèrez
Supervisor of Brazilian Section.....Luis Jatobà
Engineer in Charge of Shortwave Broadcasting.....Robert De Hart

ARGENTINA

Call Letters	*Station Name and/or Owner*	*Location*	*Frequency Kilocycles*	*Power Watts*
LR3	Radio Belgrano	Buenos Aires	950	50000
LRY	Radio Belgrano	Buenos Aires	9460	50000
LRY1			6090	50000
	—*Radio Belgrano Network*—			
LU7	Radio Bahia Blanca	Bahia Blanca	900	5000
LV2	Radio Central	Cordoba	960	5000
LT7	Radio Corrientes	Corrientes	1340	10000
LT8	Radio Rosario	Rosario	840	3000
LV1	Radio Colon	San Juan	560	10000
LV4	Radio San Rafael	Mendoza	690	5000
LV11	Radio del Norte	Santiago del Estero	1170	500
LT14	Radio General Urquiza	Parana	——	——
LT15	Radio Concordia	Concordia	——	——
LV12	Radio Aconquija	Tucuman	580	15000
LV14	Radio La Rioja	La Rioja	1330	5000
LV10	Radio Cuyo	Mendoza	1210	10000
LV13	Radio San Luis	San Luis	1250	5000
ZP5	Radio Encarnacion	Encarnacion, Paraguay	920	5000
ZPA5	Radio Encarnacion	Encarnacion, Paraguay	950	3000
CXA8	Radio Real de San Carlos	Colonia, Uruguay	9620	20000
CXA14	Radio Real de San Carlos	Colonia, Uruguay	11820	1000
LRR	Radio Ovidio Lagos	Rosario	11887	10000
LRRI	Radio Ovidio Lagos	Rosario		

BOLIVIA

CP4	Radio Illimani	La Paz	1020	250
CP5	Radio Illimani	La Paz	6200	250

CHILE

CB57	Radio Sociedad Nacional de Agricultura	Santiago de Chile	570	6000
CB1180	Radio Sociedad Nacional de Agricultura	Santiago de Chile	11800	1000
CB90	Radio Sociedad Nacional de Agricultura	Valparaiso	900	1000

COLOMBIA

Call Letters	*Station Name and/or Owner*	*Location*	*Frequency Kilocycles*	*Power Watts*
HJAG	Emisora Atlantico	Barranquilla	1050, 4905	1000
HJAH	Emisora Atlantico	Barranquilla	1080	1000
HJCS	Radio Continental	Bogota	920	5000
HJEB	La Voz del Valle	Cali	1150	1000
HJED	La Voz del Valle	Cali	4825	1000
HJAP	Radio Colonial	Cartagena		
HJAR	Radio Colonial	Cartagena		
HJFB	Radio Manizales	Manizales	6105	6000
HJFD	Radio Manizales	Manizales	1390	1000
HJDT	Radio Nutibara	Medellin	1150	500
HJFF	Ondas del Otun	Pereira	1350	1000
HJFK	La Voz Amiga	Pereira	6097	2500
HJBJ	La Voz de Santa Marta	Santa Marta	1370	1200

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	5000
TIPG	La Voz de la Victor	San Jose	9615	2500

CUBA

CMJN	RHC Cadena Azul	Camaguey	740	1000
CMCY	RHC Cadena Azul	Havana	590	15000
COCY	RHC Cadena Azul	Havana	11470	1000
CMKY	RHC Cadena Azul	Holguin	600	1000
CMAN	RHC Cadena Azul	Pinar del Rio	1300	1000
CMHI	RHC Cadena Azul	Santa Clara	570	15000
COHI	RHC Cadena Azul	Santa Clara	6450	5000
CMKN	RHC Cadena Azul	Santiago de Cuba	930	1000

DOMINICAN REPUBLIC

HIIZ	Broadcasting Nacional	Ciudad Trujillo	6312	500
HIZ	Broadcasting Nacional	Ciudad Trujillo	1350	250

ECUADOR

HC2AJ	Compania del Ecuador	Guayaquil	1050	1000
HC2AK	Compania del Ecuador	Guayaquil	9310	1000
HCQR	Radio Quito	Quito	1340	250
HCQRX	Radio Quito	Quito	5970	250
HCBS	Radio Bolivar	Quito	9355	250
HCBT	La Voz de la Libertad	Quito	1304	250

EL SALVADOR

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
YSP	La Voz de Cuscatlan	San Salvador	760	250
YSP1	La Voz de Cuscatlan	San Salvador	780	115
YSPA	La Voz de Cuscatlan	San Salvador	9575	——
YSPB	La Voz de Cuscatlan	San Sanvador	6150	350

GUATEMALA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TGW	La Voz de Guatemala	Guatemala City	610	10000
TGWA	La Voz de Guatemala	Guatemala City	9685	10000
			15170	——
TGWB	La Voz de Guatemala	Guatemala City	6460	1000
TGWC	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHW	Station de Radiofifusion	Port-au-Prince	1230	150
HH3W	Station de Radiofifusion	Port-au-Prince	9890	250

HONDURAS

HRN	La Voz de Honduras	Tegucipalpa	5875	750

MEXICO

XEQ	Radio Pan Americana, S.A.	Mexico City	940	50000
XEQQ	Radio Pan Americana, S.A.	Mexico City	9680	1000
XEA		Campeche, Cam.	1370	1000
XEBU		Chihuahua, Chih.	1260	500
XEBL	La Voz del Noroeste	Culiacan, Sin.	1260	500
XEHL		Guadalajara, Jal.	1370	500
XEHQ		Hermosillo, Son.	590	300
XEDS		Mazatlan, Sin.	1420	500
XEFC	La Voz de Yucatan	Merida, Yuc.	1340	250
XEGW	Acambaro			
XEMR	Enrique Serna Martinez	Monterrey, N.L.	1370	500
XELQ	Radio Comercial	Morelia, Mich.	1270	250
XEAX	Alvaro Rodriquez A.	Oaxaca, Oax.	1270	500
XEHR	Manuel R. Canalo	Puebla, Pue.	1090	250
XEBM		San Luis Potosi	1260	150
XETU	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEDN	Alejandro O. Stevenson, Jr.	Torreon, Coah.	1260	250
XEHV	Juan A. Palavicini	Veracruz, Ver.	1310	1000
XENC		Celaya	1450	250
XEON	Tuxtla Gutierrez			
XEAG		Cordoba	1280	250
XEJT		Guanajuato	570	250
XEWE		Irapuato	1420	100
XEFM		Leon	1270	100
XEPP		Orizaba	1450	150
XEDE		Saltillo	1400	150
XEVV		Villahermosa		

NICARAGUA

YNOW	La Voz de la America Central	Managua	6850	800

PANAMA

HOC	Cadena Panamena de Radiodifusion	Panama City	1440	1000
HP5A	Cadena Panamena de Radiodifusion	Panama City	11700	1000
HOD	Cadena Panamena de Radiodifusion	David (Panama)		
HOS	Cadena Panamena de Radiodifusion	Colon		

PARAGUAY

Call Letters	*Station Name and/or Owner*	*Location*	*Frequency Kilocycles*	*Power Watts*
ZP3	Radio Teleco	Asuncion	700	12000
ZPA3	Radio Teleco	Asuncion	11850	1200

PERU

OAX6C	Radio Continental	Arequipa	1370	300
OAX6D	Radio Continental	Arequipa	9500	250
OAX6E	Radio Continental	Arequipa	6235	300
OAX4A	Radio Nacional del Peru	Lima	854	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	14000
OAX4U	Radio America	Lima	1030	1000
OAX4V	Radio America	Lima	5940	500
OAX4W	Radio America	Lima	9440	500

PUERTO RICO

WKAQ		San Juan	620	5000

URUGUAY

CX16	Radio Carve	Montevideo	850	50000
CX24	La Voz del Aire	Montevideo	1010	5000
CXA8	Short Wave	Colonia	9620	20000
CXA14	Short Wave	Colonia	11820	1000
	—*Radio Carve Network*			
CW1	Radio Popular	Colonia	550	4500
CW31	Salta Broadcasting	Salta	1120	250
CW39	La Voz de Paysandu	Paysandu	1320	100
CW41	Broadcasting San Jose	San Jose	1360	050
CW43B	Radio Internacional	Rivera	1480	750
CW51	Radio Maldonado	Maldonado	1560	500
CW53	Radio Cerro Largo	Melo	1580	250
CX52	Radio Litoral Soriano	Mercedes	1570	500

VENEZUELA

YV5RG	Ondas Populares	Caracas	1010	1000
YV5RU	Ondas Populares	Caracas	6070	2232
YV6RA	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV7RA	Radio Sucre	Cumana	1220	400
YV7RB	Radio Sucre	Cumana	3470	750
YVIRA	Ecos Del Zulia	Maracaibo	1300	200
YVIRV	Ecos Del Zulia	Maracaibo	4750	300
YV4RE	Radio Valencia	Valencia	1400	1000
YV4RP	Radio Valencia	Valencia	3460	1000

La Cadena Panamericana

(The Pan American Network)

of the

NATIONAL BROADCASTING COMPANY

—PERSONNEL—

Vice President in charge of News & Special Events and International Relations.....William F. Brooks
Manager of International Department.....Fred B. Bate
Radio Facilities Engineer.....Raymond F. Guy
Director, Latin American Programs.....Eli B. Canel
Chief, Spanish-language Section.....Alberto N. Gandero
Chief, Portuguese-language Section.....James I. Christie
Continuity Acceptance.....F. J. Lara
Production Manager.....Ary Moll
Musical Director.....Emilio de Torre
Director of Station Relations.....Cal J. Abraham
Chief of Traffic Section.....Earl Harder

ARGENTINA

Call Letters	*Station Name and/or Owner*	*Location*	*Frequency Kilocycles*	*Power Watts*
	Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)			
LR4	Radio Splendid	Buenos Aires	990	50000
LRS	Radio Splendid	Buenos Aires	9315	10000
LRS1	Radio Splendid	Buenos Aires	5985	10000
LW1	de la Red Splendid	Cordoba	790	20000
LT2	de la Red Splendid	Rosario	1230	20000
LU3	de la Red Splendid	Bahia Blanca	1150	10000
LV6	de la Red Splendid	Mendoza	630	10000
LT4	de la Red Splendid	Posadas	1010	2000
LW7	de la Red Splendid	Catamarca	730	2000
LU5	de la Red Splendid	Neuquen	1130	2000
LW8	de la Red Splendid	Jujuy	1130	2000
LU8	de la Red Splendid	Bariloche	1250	1000
LU4	Comodoro Rivadavia	C. Rivadavia	640	1500
LU12	Rio Gallegos	Rio Gallegos	680	1500

BOLIVIA

CP20	Radio El Condor	La Paz	930	1000
CP15	Radio El Condor	La Paz	5880	500
CP18	Radio El Condor	Oruro	900	250
CP1	Radio Chuquisaca	Sucre	9500	800
CP41	Radio Chuquisaca	Sucre	1325	80
CP28	Radio Central	Cochabamba	1360	150
CP40	Radio Central	Cochabamba	9570	150
CP22	Radio Internacional	Potosi	6130	750
CP24	Radio Internacional	Potosi	920	250

CHILE

CB114	Corporacion Chilena de Broadcasting	Santiago	1140	50000
CB84	Radio La Union de Recreo	Valparaiso	840	3000
CD69	Radio La Frontera	Temuco	690	1200
CC117	Radio Simon Bolivar	Concepcion	1170	1000
CA108	Radio La Serena	La Serena	1080	1500
CA141	Radio El Loa	Antofagasta	1410	3000

COLOMBIA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJCC	La Voz de Bogota	Bogota	870	5000
HJCE	La Voz de Bogota	Bogota	1000	1500
HJCF	La Voz de Bogota	Bogota	6240	1000
HJCR	Radiodifusora Nacional	Bogota	1200	5000
HJCT	Radiodifusora Nacional	Bogota	6260	2500
HJAN	Emisoras Unidas	Barranquilla	1190	1000
HJAB	Emisoras Unidas	Barranquilla	4785	3000
HJDK	La Voz de Antioquia	Medellin	1250	500
HJDE	La Voz de Antioquia	Medellin	6145	5000
HJGK	Radio Santander	Bucaramanga	1280	1000
HJGB	Radio Santander	Bucaramanga	4775	2500
HJFE	La Voz de Pereira	Pereira	1470	500
HJFA	La Voz de Pereira	Pereira	6054.3	1500
HJAF	Emisoras Fuentes	Cartagena	1240	1000
HJAE	Emisoras Fuentes	Cartagena	4965	1000

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	5000
TIPG	La Voz de la Victor	San Jose	9615	2500
TINBC	La Voz de la Democracia	San Jose	1070	4000

CUBA

CMQ Network (Circuito CMQ)

CMQ	Circuito CMQ	Habana	690	25000
COCQ	Circuito CMQ	Habana	8825	5000
CMHQ	del Circuito CMQ	Santa Clara	670	10000
CMJL	del Circuito CMQ	Camaguey	920	10000
CMKJ	del Circuito CMQ	Holguin	730	10000
CMKU	del Circuito CMQ	Santiago	970	1000
CMAQ	del Circuito CMQ	Pinar del Rio	840	1000

DOMINICAN REPUBLIC

HI1X	Radiodifusora Oficial	Ciudad Trujillo	6350	1000
HI9B	Broadcasting "Hotel Mercedes"	Santiago	6383	400

ECUADOR

HCJB	La Voz de los Andes	Quito	974	1000
HCJB	La Voz de los Andes	Quito	4108	200
HCJB	La Voz de los Andes	Quito	9958	1000
HCJB	La Voz de los Andes	Quito	12455	10000
HC2GI	Radio El Telegrafo	Guayaquil	1160	300
HC2ET	Radio El Telegrafo	Guayaquil	9200	500

EL SALVADOR

YSS	Alma Cuscatleca	San Salvador	638	500
HUB	Alma Cuscatleca	San Salvador	4780	300
YSD	Alma Cuscatleca	San Salvador	7894	500

GUATEMALA

TGW	La Voz de Guatemala	Guatemala City	640	10000
TGWA	La Voz de Guatemala	Guatemala City	9685	10000
TGWB	La Voz de Guatemala	Guatemala City	6530	1000
TGWC	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHGM	Magloire Broadcasting Circuit	Port-au-Prince	1473	1000
HHBM	Magloire Broadcasting Circuit	Port-au-Prince	9660	1000
HHCM	Magloire Broadcasting Circuit	Port-au-Prince	6165	1000

HONDURAS

HRN	La Voz de Honduras	Tegucigalpa	5875	500

MEXICO

XEW Network (Cadena XEW Radio Programas de Mexico)

XEW	La Voz de la America Latina desde Mexico	Mexico, D.F.	900	100000
XEWW	La Voz de la America Latina desde Mexico	Mexico, D.F.	9500	10000
			15160	10000
XEGW	Jose Martinez	Acambaro, Gto.	1270	250
XEBI	Pedro C. Rivas	Aguascalientes, Ags.	1360	250
XEA	Luis A. Maury	Campeche, Camp.	1370	250
XEF2	Domingo B. Lopez	Cananea, Son.	980	500
XENC	Alfonso Martinez V.	Celaya, Gto.	1540	250
XEP	Esteban Parra	Ciudad Juarez, Chih.	1300	500
XEOX	Felipe G. de Leon	Ciudad Obregon, Son.	1340	250
XEBJ	Fernando Elizalde	Ciudad Victoria, Tamps.	1450	100
XERL	J. Roberto Levy	Colima, Col.	1280	250
XEAG	Fernando San Miguel	Cordoba, Ver.	1280	250
XEY	Ing. Juan Gutierrez	Cuernavaca, Mor.	980	150
XESA	Modesto Roberto Perez	Culiacan, Sin.	1360	500
XEFI	David C. Mireles	Chihuahua, Chih.	1440	1000
XEE	Jose Vazquez R.	Durango, Dgo.	1280	250
XEPF	Luis Enrique Enciso	Ensenada, B. C.	1400	200
XEHL	Alejandro Diaz	Guadalajara, Jal.	1370	500
XEJT	Jose Torres Morales	Guanajuato, Gto.	570	100
XEDR	Modesto Ortega	Guaymas, Son.	1490	250
XEBH	Jose Remigio Agraz	Hermosillo, Son.	920	1000
XEBO	Alfonso Martinez V.	Irapuato, Gto.	1330	500
XEKL	Carlos Ferraez Matos	Jalapa, Ver.	550	250
XELG	Manuel E. Obregon	Leon, Gto.	680	5000
XER	Leonardo Garnica	Linares, N.L.	1260	250
XECF	Francisco Perez, Jr.	Los Mochis, Sin.	1410	1000
XEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250
XERJ	Rafael Elizalde	Mazatlan, Sin	1320	500
XEME	Perfecto Villamil	Merida, Yuc.	1270	500
XECL	Armando Maldonado	Mexicali, B.C.	990	5000
XEDW	Angel Lagarda, Jr.	Minatitlan, Ver.	1260	250
XEFB	Mario Quintanilla G.	Monterrey, N.L.	630	500
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XETM	Jesus Manuel Franco	Naco, Son.	1350	1000
XEGL	Fausto M. Gomez	Navojoa, Son.	1270	500
XEHF	Gaston Mascarenas	Nogales, Son.	1370	1000
XEFE	Rafael Tijerina Carranza	Nuevo Laredo, Tamps.	960	250
XEAX	Alberto Marquez Gonzalez	Oaxaca, Oax.	1270	500
XETQ	Carlos Mora J.	Orizaba, Ver.	1370	250
XEMU	Alfonso L. Bres	Piedras Negras, Coah.	580	250
XEHR	Roberto Canedo	Puebla, Pue.	1090	250
XEJX	Justino Cervantes V.	Queretaro, Qro.	1450	250
XERT	Ignacio Magallon	Reynosa, Tamps.	590	250
XEBX	Eugenio Rodriguez	Sabinas, Coah.	610	250
XEDE	Manuel Tapia, Jr.	Saltillo, Coah.	1400	250
XECZ	Zeferino Z. Jimenez	San Luis Potosi, S.L.P.	1430	1000
XES	Dr. Alfredo A. Cantu	Tampico, Tamps.	1300	250
XERK	Tomas Mondragon	Tepic, Nay.	1450	100
XEC	Luis Enrique Enciso	Tijuana, B.C.	1310	250
XEBP	Alejandro O. Stevenson	Torreon, Coah.	1260	250
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250
XEON		Tuxtla Gutierrez, Chis.		
XEUF	Ignacio Navarro Q.	Uruapan, Mich.	550	300
XEU	Fernando Pazos Sosa	Veracruz, Ver.	960	500
XEDH	Remigio Ramos G.	Villa Acuna, Coah.	1340	250
XEVV	Juan Trujillo G.	Villahermosa, Tab.		
XELK	Victor Moreno Rivas	Zacatecas, Zac.	1280	100

NICARAGUA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
YNPS	La Voz de Nicaragua	Managua	6760	1000
YNDS	La Voz de Nicaragua	Managua	6240	750

PANAMA

HOA	Radio Panamericana	Panama City	1000	400
HP5G	Radio Panamericana	Panama City	11780	600
HOK	Cadena Panamena de Radiodifusion	Colon	640	250
HP5K	Cadena Panamena de Radiodifusion	Colon	6005	250

PARAGUAY

ZP9	Radio La Capital	Asuncion	970	1500

PERU

OAX4A	Radio Nacional del Peru	Lima	854	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	14000
OAX4T	Radio Nacional del Peru	Lima	9652	12000
OAX6A	Radio Arequipa	Arequipa	6042	200
OAX1A	Radio Delcar	Chiclayo	6210	300
OAX1B	Radio Piura	Piura	5230	300
OAX4P	Radio Huancayo	Huancayo	5980	250
OAX7A	Radio Cuzco	Cuzco	6128	250

PUERTO RICO

WNEL	The Link of the Americas	San Juan	1320	5000

URUGUAY

El Espectador Network (La Cadena Uruguaya de Radiodifusión)

CX14	Radio El Espectador	Montevideo	810	15000
CXA19	Radio El Espectador	Montevideo	11835	5000
CW1	Radio Popular	Colonia	550	4500
CW19	Difusora Rochense	Rocha	1340	50
CW23	Radio Cultural	Salto	820	250
CW33	Radio Florida	Florida	1200	250
CW35	Radio Paysandu	Paysandu	1240	250
CW43	Radio Lavalleja	Minas	1420	500
CW45	Difusora Treinta y tres	Treinta y tres	1390	250
CW46A	Zorrilla de San Martin	Tacuarembo	1400	2000
CW47A	Radio Welcome	San Jose	1510	100
CX18	Radio Libertad-Sport	Montevideo	890	5000

VENEZUELA

YV5RA	Radio Caracas	Caracas	960	10000
YV5RN	Radio Caracas	Caracas	4920	5000
YV1RK	Radio Popular	Maracaibo	1250	300
YV1RL	Radio Popular	Maracaibo	4810	300
YV2RB	La Voz del Tachira	San Cristobal	980	500
YV2RN	La Voz del Tachira	San Cristobal	4830	2000
YV4RA	La Voz de Carabobo	Valencia	1350	1000
YV4RO	La Voz de Carabobo	Valencia	6130	1000
YV1RW	Radio Coro	Coro	1370	200
YV1RY	Radio Coro	Coro	4770	300
YV6RE	Emisoras Unidas	Barcelona	1080	500
YV6RC	Emisoras Unidas	Barcelona	3450	1500
YV2RC	La Voz de la Sierra	Merida	3420	500
YV1RO	Radio Trujillo	Trujillo	3310	800
YV3RE	Radio Barquisimeto	Barquisimeto	1475	1500
YV3RN	Radio Barquisimeto	Barquisimeto	6120	2000

Radio Programas de Mexico, S. A.

Head Office: Ayuntamiento 52

General Offices: J. M. Marroqui 11

P. O. Box 1324, Mexico City, Mexico

Phones: Head Office: L-13-73, 12-72-34
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—PERSONNEL—

President.....Emilio Azcarraga

Vice-President and General Manager.....Clemente Serna Martinez

Assistant Manager.....Adrian R. LaJous

Continuity Department.....Antonio Eufracio Ontiveros

Accounting Department.....Horacio Nino Medina

Technical Supervisor.....Ing. Ignacio Diaz

Secretary to Manager.....Ernesto R. Chapa

Advertising And Relations.....Homeros Rios D.

Key Stations: XEW-XEWW—XEQ-XEQQ—Mexico City

AFFILIATED STATIONS IN MEXICO

XEW-Network

Call Letters	*City*	*Call Letters*	*City*
XEKJ	Acapulco, Gro.	XEI	Morelia, Mich.
XEBI	Aguascalientes, Ags.	XEFB	Monterrey, N. L.
XEA	Campeche, Camp.	XEGL	Navojoa, Son.
XEFQ	Cananea, Son.	XEHF	Nogales, Son.
XENC	Celaya, Gto.	XEFE	Nuevo Laredo, Tamps.
XEBA	Ciudad Guzman, Jal.	XEAX	Oaxaca, Oax.
XEP	Ciudad Juarez, Chic.	XETQ	Orizaba, Ver.
XETR	Ciudad Valles, S. L. P.	XEJR	Parral, Chih.
XEBJ	Ciudad Victoria, Tamps.	XEMU	Piedras Negras, Coah.
XERL	Colima, Col.	XEHR	Puebla, Pue.
XESA	Culiacan, Sin.	XEJX	Queretaro, Qro.
XEFI	Chihuahua, Chih.	XERT	Reynosa, Tamps.
XEE	Durango, Dgo.	XEBX	Sabinas, Coah.
XEHL	Guadalajara, Jal.	XEDE	Saltillo, Coah.
XEBH	Hermosillo, Son.	XECZ	San Luis Potosi, S. L. P.
XEBO	Irapuato, Gto.	XETU	Tampico, Tamps.
XEKL	Jalapa, Ver.	XERK	Tepic, Nay.
XERZ	Leon, Gto.	XEC	Tijuana, B. C.
XECF	Los Mochis, Sin.	XEBP	Torreon, Coah.
XEAM	Matamoros, Tamps.	XETL	Tuxpan, Ver.
XERJ	Mazatlan, Sin.	XEUF	Urugpan, Mich.
XEME	Merida, Yuc.	XEU	Veracruz, Ver.
XECL	Mexicali, B. C.	XELK	Zacatecas, Zac.
XEDW	Minatitlan, Ver.	XEGC	Zamora, Mich.

XEQ-Network

Call Letters	*City*	*Call Letters*	*City*
XERO	Aguascalientes, Ags.	XEJA	Jalapa, Ver.
XEOX	Ciudad Obregon, Son.	XEFM	Leon, Gto.
XEAG	Cordoba, Ver.	XER	Linares, N. L.
XEY	Cuernavaca, Mor.	XEDS	Mazatlan, Sin.
XEBL	Culiacan, Sin.	XEFC	Merida, Yuc.
XEBU	Chihuahua, Chih.	XELQ	Morelia, Mich.
XEPF	Ensenada, B. C.	XEMR	Monterrey, N. L.
XEMA	Fresnillo, Zac.	XEMJ	Piedras Negras, Coah.
XELW	Guadalajara, Jal.	XESJ	Saltillo, Coah.
XEJT	Guanajuato, Gto.	XEBM	San Luis Potosi, S. L. P.
XEHQ	Hermosillo, Son.	XETS	Tapachula, Chis.
XEWE	Irapuato, Gto.	XEXT	Tepic, Nay.
XEDN	Torreon, Coah.	XEHV	Veracruz, Ver.
		XEDH	Villa Acuna, Coah.

AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA

Call Letters	*City*	*Call Letters*	*City*
YSR	San Salvador, El Sal.	OAX4F	Lima, Peru
HRN	Tegucigalpa, Hond.	HJCH	Bogota, Colombia
YNOW	Managua, Nicaragua	HJCS	Bogota, Colombia
TIGPH	San Jose, Costa Rica	HJDA	Medellin, Colombia
HOC	Panama, Panama	HJDQ	Medellin, Colombia
HOK	Colon, Panama	HJAH	Barranquilla, Col.
YV5RA	Caracas, Venezuela	HJAN	Barranquilla, Col.
YV5RG	Caracas, Venezuela	HJEB	Cali, Colombia
YV1RF	Maracaibo, Venezuela	HJER	Cali, Colombia
YV1RK	Maracaibo, Venezuela	CX14	Montevideo, Uruguay
HCQR	Quito, Ecuador	CX18	Montevideo, Uruguay
HC2AJ	Guayaquil, Ecuador	HIN	Trujillo, Rep. Dominicana

STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Acapulco, Gro.	XEKJ	1400	0.25	
Agua Prieta, Son.	XERP	1190	50.	
Aguascalientes	XEBI	1360	0.25	Pedro C. Rivas
Aguascalientes	XELY	1490	0.15	Rafael Leal Camarena
Cajoncita de B. C.	XBQA	9200	0.8	Comision Nacional de Irrigacion
Campeche	XEA	1370	0.25	Luis A. Maruy
Cananea, Son.	XEFQ	980	0.5	Domingo P. Lopez
Cananea, Son.	XESY	1320	0.2	J. Tato Amante
Casas Grandes	XETX	1400	0.1	
Celaya, Guan.	XEJT	1600	0.1	
		1090		
		1190		
Chetumal de Q. R.	XACD	3050	40.05	Cia. Mexicana de Aviacion
Chihuahua	XEFI	1440	1.	David C. Mireles
Chihuahua	XEBW	1280	0.6	Angel Mara T.
Chihuahua	XEM	1390	0.5	Pedro Menessee, Jr.
Chihuahua	XEBU	1260	0.1	Feliciano Lopez
Chihuahua	XEJK	1340	0.1	
Ciudad Guzman, Jal.	XEGT	1270	.25	Xavier Velasco
Ciudad Guzman, Jal.	XELO	1490	0.1	
Ciudad Juarez	XEBA	800	150.	
Ciudad Juarez	XEJ	970	5.	P. Meneses, Laredo
Ciudad Juarez	XEP	1300	0.5	Esteban Parra
Ciudad Juarez	XEWG	1460	1.	
Ciudad Juarez	XEF	1420	0.25	Gilberto Gil
Ciudad Juarez	XEFV	1270	.25	Dario Cordaba
Ciudad Madero, Tams.	XETR	1490	0.1	Cesar Trijillo Badillo
Ciudad Obregon, Son.	XEAP	1290	0.1	Emilio Manzanilla
Ciudad Valles, San Luis Potosi		1340	0.1	
Ciudad Victoria	XEBJ	1450	0.1	Fernando Elizalde
Coatzacoalcos	XEFZ	1340	0.25	Pedro E. Rocher
Colima, Col.	XERL	1280	0.25	J. Roberto Levy
Cordoba de Veracruz	XECW	1340	0.25	Juan Sedas M.
	XEAG	1280	0.25	Diodoro Zuniga
Cuernavaca, Morelos	XEJC	1420	0.15	
Culiacan, Sin.	XESA	1360	0.25	Pablos Elizalde, S. de R. L.
Culiacan, Sin.	XEBL	1260	0.5	Ignacio L. Said
Culiacan, Sin.	XEGF	1300	0.1	
Durango	XEE	1280	0.25	Alejandro Stevenson, Jr.
Durango	XEDU	1400		
Ensenada, B. C.	XEPF	1400	0.2	Luis Enrique Enciso
Fresnillo, Zac.	XEMA	1340	0.1	Jose Ma. Acesado Moya
Gomez Palacio, Dur.	XEMG	1310	0.25	
Gomez Palacio, Dur.	XEOB	1490	0.1	
Guadalajara, Jal.	XEJB	1010	5.	Govierno del Estado de J.
Guadalajara, Jal.	XEDK	1250	0.5	Salvador Vazquez T.
Guadalajara, Jal.	XED	680	1.	Cia. Radiofonografica
	XEDQ		0.1	
Guadalajara, Jal.	XEHL	630	0.5	Alejandro Diaz

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Guadalajara, Jal.	XELW	1340	0.25	Salvador Galindo de la Torre
Guadalajara, Jal.	XEHK	960	.25	Carmen Vilasenor
Guadalajara, Jal.	XEAV	580		Alfredo Vasquez
Guadalajara, Jal.	XEAD	1310	0.25	
Guadalajara, Jal.	XEXN	1400	0.25	
Guanajuato, Guan.		570	0.1	Jose Torres Morales
Guaymas, Son.	XEDR	1490	0.25	Modesto Ortega
Hermosillo, Son.	XEBH	920	1.	Jose Remigio Agraz
	XEBR	11820 sw.	0.15	
Hermosillo, Son.	XEDL	1250	.5	
Hermosillo, Son.	XEHQ	590	0.3	Sr. C. Serna Martinez
Hermosillo, Son.	XEOP	960	0.5	
Hermosillo, Son.		1300	.25	
Hermosillo, Son.	XEQN	1540	5.	
Parral, Chih.	XEJS	1150	0.5	
Parral, Chih.	XEAT	1250	0.25	
Parral, Chih.	XEJR	1490	0.1	Anastasio Gomez Gallardo
Irapuato, Gt.	XEBO	1330	.5	Alphonso Martinez V.
Irapuato, Gt.	XEWE	1420	0.1	
Jalapa de Veracruz	XEBF	6090 sw.	0.1	Pedro Caronel Aburto
Jalapa de Veracruz	XEKL	550	0.25	Rafael Ferraez
	XEJA	1400	0.25	
La Paz, Baja Calif.	XEPX	550	0.25	
Leon de Guanajuato	XEFM	1270	0.1	Sucs R. Ortiz Gonzalex
Leon de Guanajuato	XERZ	1030	0.25	
Linares	XETC	1410	.25	
Los Algodones, Baja Calif.		560	0.1	
Los Mochis, Sin.	XEOX	1280	0.25	Felipe G. de Leon
Magdalena de Sonora	XEDJ	1450	0.1	Enrique Sorolegui
Matamoros, Tam.	XEO	970	0.75	
Matamoros, Tam.	XEXP	1450	0.1	
Matamoros, Tam.	XEAM	1400	0.25	Manuel L. Salinas
Los Mochis, Sin.	XECF	1350	1.0	Francisco Perez H.
Mazatlan, Sin.	XERH	1320	0.6	Oscar Perez E.
Mazatlan, Sin.	XEDS	1420	0.5	Alexander A. Schober
Merida, Yuc.	XEFK	1450	0.1	Manuel Zapata Espinosa
Merida, Yuc.	XEMQ	1240	0.25	
Merida, Yuc.	XEMH	1400	0.1	
Mexicali, B. C.	XECL	990	5.	Armando Maldonado
Mexicali, B. C.	XEAO	910	0.25	Chavez y Castro, Soc.
Mexicali, B. C.	XEAA	1340	0.25	Alberto Gonzales
Mexico City, D. F.	XEUZ	6119 sw	0.1	Partido Nac. Revolucionario
Mexico City, D. F.	XEXA	6175 sw.	0.1	Depto. de Publicidad y Propaganda
Mexico City, D. F.	XEBT	6000 sw.	0.5	El Buen Toro S. A.
Mexico City, D. F.	XEDP	940	50.	
Mexico City, D. F.	XEOY	1000	10.	Ignacia Diaz R.
Mexico City, D. F.	XEST	1060	50.	
Mexico City, D. F.	XEQW	1030	1.	
Mexico City, D. F.	XEQK	1350	1.	Angel Ferreiro
Mexico City, D. F.	XEDA	1290	1.	Augusto Garcia Diaz
Mexico City, D. F.	XEMC	1590	5.	Dolores G. Estrada de F.
Mexico City, D. F.	XENK	620	5.	
Mexico City, D. F.	XEPH	590	5.	
Mexico City, D. F.	XESM	1470	5.-D	Salvador San Martin
Mexico City, D. F.	XEL	1260	0.75	Financiera de Inversiones S. A.
Mexico City, D. F.	XEBS	1410	0.75	Maria Remedios Delgado

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mexico City, D. F.	XEMX	1380	0.5	Alfonson Traslos
Mexico City, D. F.	XEOF			Leros Avolos
		560	1.	
Mexico City, D. F.	XEW	890	100.0	
	XEWW	9500 sw.	10.	
Mexico City, D. F.	XEQ	730	150.	Radio Panamericana
	XEQQ	9680 sw.	5.	
Mexico City, D. F.	XEB	1220	100.	XEET, 6000 sw., 1.; XEBZ, 660, 0.5; XELA, 830, 1.; XEFO, 1110, 20.; XEN, 690, 5.; XEUN, 860, 5.; XEML, 1550, 1.; XERC. 790, 1.; XELZ, 1440, 1.; XERH, 1500, 0.5;
Mexico City, D. F.	XEJP	1150	6.	Antonio Verandez
Mexico City, D. F.	XEAI	1320		
Mexico City, D. F.	XEK	990	0.5	Arturo Martinez
Minatitlan, Ver.	XEDW	1260	.25	Gladys Silva
Monterrey, N. L.	XEG	1050	150.	
Monterrey, N. L.	XENT	1140	50.	Cia. Industrial Universal
Monterrey, N. L.	XET	990	5.	Pregonero del Norte
Monterrey, N. L.	XEH	1420	1.	
Monterrey, N. L.	XEFB	630	.5	Mario Quintanilla
Monterrey, N. L.	XEMR	1370	0.5	Enrique Serna Martinez
Monterrey, N. L.	XEX	1280	0.5	El Heraldo del Comercia
Morelina, Michoacan	XEKW	6030 sw.	0.5	Jose Martinez Ramirez
Morelina. Michoacan	XEKF	6030 sw.	5.	El Nee di Nichosaan desde Morelia
Morelia, Michoacan	XELQ	1270	0.1	
Morelia, Michoacan	XEI	1400	0.25	Tiburcio Ponce
Morelia, Michoacan	XESF	600	0.25	
Navojoa, Son.	XEGL	1270	0.5	Fausto M. Gomez
Navojoa, Son.	XEAJ	1400	0.1	Emilio Manzanilla
Navojoa, Son.		570	0.1	
Nogales, Son.	XEHF	1370	1.	Francisco G. Elias
Nogales, Son.		1010	0.25	
Nuevo Laredo, Tam.	XEFE	960	0.25	Rafael T. Caranza
Nuevo Laredo, Tam.	XEDF	790	0.5	
Nuevo Laredo, Tam.	XEBK	1340	0.1	G. Guajardo y M. M. Cortes
Nuevo Laredo, Tam.	XELF	1380	0.25	
Nuevo Laredo, Tam.	XELC	1410	0.25	
Nuevo Laredo, Tam.	XELJ	1260	.25	
	XELH	1460	.1	
Oaxaca	XEAX	1270	0.5	Alberto Marquez Gonzale
Orizaba, Vera Cruz	XEOR	580	1.	
Orizaba, Vera Cruz	XEPP	1450	0.25	Hector Sotomayor
Orizaba, Vera Cruz	XETQ	1370	0.25	Francis Campos H.
Piedras Negras, Coah.	XEMU	580	0.25	Alphonso L. Bres
Piedras Negras, Coah.	XEMJ	920	0.2	
Progreso, Yuc.	XEOK	1430	0.1	Arturo Pina Perez
Puebla	XEHR	1090	0.25	Manuel R. Canale
Puebla de Puebla	XECC	6185 sw.	0.5	Ricardo Vazquez A.
Puebla de Puebla	XECD	1170	0.35	
Queretaro	XEJX	1450	0.25	
Queretaro		1300	0.1	
Reynosa, Tam.	XEAW	1570 sw.	100.	Cia. International Reynosa
		1010	50.	
	XEKN	1390	0.25	Carlos V. Rodriguez
Reynosa, Tam.	XERT	590	0.25-N	Ignatio Magallon
Rosarito, B. C.	XERB	1090	50.	Radiodifusora Internacion
Sabinas, Coah.	XEBX	610	.25	Radiodifusora Internacion—Miguel B. Rodriquez

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Saltillo, Coah.	XESJ	1250	1. -D	
Saltillo, Coah.	XEKS	1330	0.1	J. Antonio de la Pena
Saltillo, Coah.	XEDE	1400	0.25	Arrelio G. Zaragoza
Saltillo, Coah.	XEXU	1490	1.	
		1450	0.1	
San Luis Potosi	XECZ	1370	1.0	Ceferino Z. Jiminez
San Luis Potosi	XEBM	1260	0.15	Benjamin Briones
San Luis Potosi	XEXQ	1400	0.1	
S. Luis Rio Colorado	XEY	1450	0.25	Lucinda Arenaxde de M. M.
Tampico	XEFW	810	50.	
Tampico	XETU	1460	1.0	
Tampico	XECA	980	1.	
Tampico	XES	1300	0.25	Difisora Portena S. de R. L.
Tapachula, Chiapas	XETS	630	0.1	
Tapachula, Chiapas	XETA	1450	0.25	
Tepatitlan, Jal.	XETJ	1150	0.1	
Tepic, Nayarit	XEXT	980	1.	
Tepic, Nayarit	XERK	1450	0.15	Tomas Mondragon
Texcoco	XEXE	1450	0.1	H. Ayuntamiento
Taxiutlan, Puebla	XETZ	1360	0.25	
Tijuana, B. C.	XEAV	1470	5.0	Manuel Acuna Varela
Tijuana, B. C.	XEMO	860	5.0	Fern. Fes. Ferreira
Tijuana, B. C.	XEBG	1010	1.	
		1550 sw.	5.	
Tijuana, B. C.	XERS	1190	5.	Cia. R.A.D. de Piedras Negras
Tijuana, B. C.	XEAC	690	5.	Jorge Rivera
Tijuana, B. C.		1590 sw.	5.0	
Tijuana, B. C.	XEGM	950	1.- D 2.5-N	Rita Mayans y Gustavo Faist E.
Tijuana, B. C.	XEON	1420	2.	Cia Radio Mexicana
Tijuana, B. C.	XERT	1270	0.5-N	
Tijuana, B. C.	XEC	1310	.25	Luis E. Enciso
Tlaxcala	XEXZ	1480	5.	
Tlaxcala	XEXE	2410	0.1	Gobierno del Estado
Toluca de Mexico	XEXS	1340	0.1	Instituto Cientifico y Leiter
Toluca de Mexico	XECH	1490	0.25	Rodolfo Llamas
Torreon, Coah.	XETB	1350	0.5	Aurelio G. Zaragoza
Torreon, Coah.	XEOH	600	1.	
Torreon, Coah.	XEJZ	920	0.1	
Torreon, Coah.	XEBP	1260	0.25	Alejandor O. Stevenson, Jr.
Torreon, Coah.	XEBQ	1450	0.25	Maria Refugio A. De Valdiviesco
Torreon, Coah.	XEDN	600	1.	Higinio Gonzalez
Tuxpam, V. C.	XETL	1390	0.25	Calixto Almazan
Tuxtla Gutierrez, Chiapas	XEXJ	1280	0.1	Govt. of State of Chiapas
Tuxtla Gutierrez, Chiapas	XFBK	5340		
Urapan, Mich.	XEFU	550	0.35	Ignacio Navarro
Vera Cruz	XEFT	9550 sw.	0.012	Jose Rodriguez Lopez
Vera Cruz	XEUW	6020 sw.	0.02	Fernando Taxos Sosa
Vera Cruz	XEHV	1310	1.	Radiodifusora Veracruzana
Vera Cruz	XEU	960	0.5	Fernando Pazos y Cia.
Vera Cruz	XETF	1250	0.5	Jose Rodriguez Lopez
Vera Cruz	XEXF	1490	0.1	
Villa Acuna, Coah.	XEAB	1600 sw.	5.	
Villa Acuna, Coah.	XEDH	1340	0.25	Remigio Ramos Gi
Villa Acuna, Coah.	XEAQ	1430	0.1	
Villahermosa de Tabasco	XAGB	5250	0.075	Cia. Areonautica del Sur
Villahermosa de Tabasco	XERE	9515	0.1	Juan T. Trujillo
Zacatecas de Zac.	XELK	1280	0.25	Victor Morenzo Rivas
Zamora, Mich.	XESC	1450	0.1	Guillermo Calzada
Zamora, Mich.	XEGT	1490	0.25	Juan T. Trujillo

STATIONS OF CENTRAL —— AND SOUTH AMERICA

ARGENTINA

Location	*Call Letters*	*Frequency Kcs.*	*Power Kws.*	*Owner or Operating Agency*
Bahia Blanca	LU2	900	5.0	Camilio V. Bertorini
Bahia Blanca	LU3	1150	10.0	Dela Red Splendid
Bahia Blanca	LU7	1240	2.5	Filomena Z de Cennari
Buenos Aires (Banfield)	LS2	1190	15.0	Teodors Prieto
Buenos Aires (Ciudadela)	LS4	990	50.	Juan G. Gonzales Speroni
Buenos Aires	LRA	750	10.0	Dirrection General de Correos, Telegrafos
	LRA-1	9690 sw.		
	LRA-5	17720 sw.		
Buenos Aires (Florida)	LR2	910	6.0	Alfred Schroeder
Buenos Aires (Florida)	LS10	590	6.0	Victor J. Ruano
Buenos Aires (Florida)	LR9	1030	5.0	Gregorio Echavarria
Buenos Aires (Hurlingham)	LR6	870	25.0	S. A. La Nacion
Buenos Aires (Hurlingham)	LRY sw.	9640	5.0	
	LR3	950	90.0	Jaime Yankelevich
	LRY1 sw.			
Buenos Aires (Monte Grande)	LS1	710	50.0	Municipalidad de la Capital
Buenos Aires (Monte Grande)	LR5	830	25.0	Alfred B. Dougall
Buenos Aires (Rivadavia)	LR4	990	50.0	Antonio C. Devoto
	LRS	9315	25.	
	LRS1			
Buenos Aires (Rivadavia)	LS5	1110	5.0	Enrique Caride
Buenos Aires (Vicente Lopez)	LS9	1270	6.0	S. A. La Voz Del Aire
Buenos Aires (San Fernando)	LR1	1070	50.0	Empresa Editorial
	LRU*	15290 sw.	7.0	Haynes Ltda., S. A.
	LRX	9660 sw.	7.0	
Catamarca	LW7	730	2.	Hector Tavella, Rivadavia 751
Catamarca	LV15	1360	0.5	
Chubut	LU4	640	1.5	Cia Broadcasting de la Patagonia
Cordoba	LV3	620	15.0	Alberto P. Brouard (Station suppressed by Argentine Gov't.)
Cordoba	LV2	960	5.0	Luis Maunier
Cordoba	LV8	1330	1.0	
Cordoba	LW1	790	15.0	
Corrientes	LT7	1340	1.0	Gobierno Prov. Corrientes
Jujuy	LW8	1130	1.5	
San Luis	LV13	1250	1.0	
La Plata	LR11	1390	0.5 1.5	Universidad Nacional de la Plata
La Plata	LS11	1310	30.0	Gobierno Prov. B.A. Pasaje Dardo Roche

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mar del Plata	LU6	1300	1.5	Jose Zaccagnini
Mendoza (Cuyo)	LV10	1210	2.5	Marcelino Aparicio
Mendoza (San Rafael)	LV4	690	1.0	Julio Silva
Mendoza	LV6	630	10.0	
Mendoza	LW2			
Necochea	LU9	1440	0.5	
Neuquen	LU5	1130	1.5	
Neuquen	LU11	1370	0.5	
Parana	LT11	1470	0.5	
Posadas	LT4	1010	1.5	
Posadas (Misiones)	LT6	1460	0.5	
Resistencia (Chaco)	LT5	1080	1.5	Jose M. Noveri
Santa Cruz	LU12	680	1.5	Cia. Broadcasting de la Patagonia
Rio Gallegos	LU12	680	1.5	
Rosario	LT2	1230	15.0	
Rosario (Santa Fe)	LT1	780	10.0	Fernando Maliandi
Rosario (Santa Fe)	LT3	1160	5.1	Soc. Rural Cerealistas
Rosario (Santa Fe)	LT8	840	3.0	Alfredo B. Dougall
Salta	LV9	970	1.0	Govierno Prov. Salta
San Juan	LV1	560	5.0	S. A. Graffigna, Ltda.
San Juan	LV5	1090	1.5	Soc. C. Rodriguez Vila y Cia
Santa Fe	LT10	1320	0.5	
Santa Fe	LT9	1200	1.0	Roca Hermanos y Cia.
Santa Fe	LT12	1260	1.0	
Santa Rosa (Pampa Central)	LU8	1250	0.5	
Santiago	LV11	1170	2.0	S. A. El Liberal
Tucuman	LV12	580	5.0	Soc. Reps. Lda. Radio Aconquija
Tucuman	LV7			
La Rioja	LV14	820	2.5	Gonzalez Acha y Munoz
Buenos Aires	LS6	1350	6.0	Ricardo A. Bernotti

BOLIVIA

Cochabamba	CP28	1360	0.150	Gottret y Cia.
	CP40	9570 sw.	0.15	
Cochabamba	CP44	580	0.05	Victor Veltze
Cochabamba	CP45	1090	0.05	Raul Montecinos
Cochabamba	CP39	9570 sw.	0.15	
La Paz	CP3	1390	5.00	Costas Hermanos
	CP38	9480 sw.	5.00	
La Paz	CP4	1040	10.00	Dept. of Communications of
	CP5	6200 sw.	1.00	Bolivian Govt.
La Paz	CP8	1450	0.05	Sejas and Co.
La Paz	CP10	1090	0.05	C. Munoz
La Paz	CP12	6150 sw.	0.25	Owned and operated by
(Colegio San Calixto)	CP29	1350	0.1	Catholic priests.
La Paz	CP16	1230	0.02	
Oruro	CP18	6140	0.25	
(Colegio San Calixto)				
Oruro	CP14	1250	0.05	Javier Romero (Sociedad
Oruro	CP26	1510	0.05	Anonima-Radio La Noche)
Oruro	CP31	975	0.05	
Oruro	CP46	770	0.05	
La Paz	CP19	950	.05	Augustin Aspiazu
La Paz	CP20	930	1.0	Romon Pelaez
	CP15 sw.	6120 sw.	.25	
La Paz	CP32	620	.05	Cia. Internacionale de Radio Bolivia (Juan C. Salinas)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
La Paz	CP34	920	0.25	Buillermo Teran
	CP25	9700 sw.	.25	
Oruro	CP36	1420	.05	Enrique Wanting
Oruro	CP11	6100 sw.	.25	
Oruro	CP37	6170 sw.	.25	
Potosi	CP22	6130 sw.	0.75	L. Camacho
Potosi	CP17	1600 sw.	.05	Alfredo Ossio L.
Santa Cruz	CP13	1250	.05	L. Canedo Reyes
	CP30	6135 sw.	.25	
Sucre	CP27	1420	.05	C. Torres
Sucre	CP41	1325	100.	Jose Comacho B.
Sucre	CP1	9500	800.	
Tarija	CP23	6190 sw.	175	

BRAZIL

Aracaju (Sergipe)	PRJ6	630	1.	Jose Nunes Rebello
Aracatuba (Sao Paulo)	PRI8	1460	0.5	Joao Ferraz S. br.
Araguari (Minas Gerais)	PRJ3	970	0.25	Dr. Arcino Santos
Araraquara (Sao Paulo)	PRD4	1370	0.5	Romulo Lupo
Assis (Sao Paulo)	ZYA9	1550	0.1	
Barretos (Sao Paulo)	PRJ8	1530	0.1	
			0.25	
Bauru (Sao Paulo)	PRG8	1210	0.5	Joao Simonetti
Belem (Para)	PRC5	1450	2.	Roberto Camelier
		4865 sw.		
Belo Horizonte (Minas Gerais)	PRC7	690	3.	Dr. Alberto Deodato
Belo Horizonte (Minas Gerais)	PRH6	1340	3.	Lauro Souza Barros
Belo Horizonte (Minas Gerais)	PRI3	880	25.	Luis Bessa
Blumenau (Santa Catarina)	PRC4	1330	0.25	Joao Medeiros, Jr.
Botucatu (Sao Paulo)	PRF8	1530	0.1	Emilio Pedute
Cambara (Parana)	ZYA3	1590	0.1	
Campinas (Sao Paulo)	PRC9	1170	1.	Antonio Tepedino Pagino
Campos (Rio de Janeiro)	PRF7	1330	0.5	Dr. Marro Ferraz Sampaio
Campo Grande (Mato Grosso)	PRI7	1510	0.1	Dr. Antonio A. Campos
Caxambu (Minas Gerais)	ZYC2	1550	0.1	
Corumba (Mato Grosso)	ZYA2	1470	0.5	Teodomiro Serra
Cruzeiro (Sao Paulo)	PRG6	640	0.5	Romoaldo Canevari
Curityba (Parana)	PRB2	1440	5.	Epaminondas Santos
Curityba (Parana)				
Formiga (Minas Gerais)	ZYB6	1530	0.1	
Fortaleza (Ceara)	PRE9	1320	2.	Waldemar Cartolano
Franca (Sao Paulo)	PRB5	1240	0.25	
Goiania (Goias)	ZYJ3			
Itapetininga (Sao Paulo)	PRD9	970	0.25	
Itarare (Sao Paulo)	ZYA7	1550	0.1	
Jaboticabal (Sao Paulo)	PRG4	1250	0.25	Oswaldo Fernandes
Joao Pessoa (Parahyba)	PRI4	1110	10.	Dr. Abelardo Juruema
Joinville (Santa Catrina)	ZYA5	1600	0.1	
Juiz de Fora (Minas G.)	PRB3	1010	0.5	Pedro Goncalves de Oliveira
Jahn (Sao Paulo)	PRG7	1010	0.25	Ulisses Newton Ferreira
Limeira (Sao Paulo)	PRJ5	1550	0.1	Ary Levy Pereira
Lins (Sao Paulo)	ZXB3	1550	0.1	
Manaos (Amazonas)	PRF6	4895 sw.	0.1	Dr. V. Pareto Neto
Natal (Rio Grande de Norte)	ZYB5	1270	1.	
Nictheroy (R. J.)	PRD8	1320	1.	Jose Augusto Mendes
	PRE6	1470	1.	Tte. Custodio Fontes
Paranahyba (Pianu)	PRJ4	1470	0.5	Dr. Joao Tavares de Carvalho
Patos (Minas G.)	ZYB4	1530	0.1	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Pelotas (Rio Grande de Sul)	PRC3	580	0.25	Carlos G. Sica
Petropolis, L. (R. J.)	PRH4	1320	0.5	Atakualpa Dias
Piricicaba (Sao Paulo)	PRD3	1480	1	Carlos Rodrigues Viana
Pocos de Caldas (Minas G.)	PRD6	820	0.25	Joao Sampaio Goes
Ponta Grossa (Parana)	PRH5	1160	0.25	Benedito Meira Borges
Porto Alegre (Rio Grande	PRJ2	1250	.5	Manoel Machuca
de Sul)	PRH2	600	25.	Dearios Associados
Porto Alegre (Rio Grande de Sul)	PRF9	640	5.	Arthur Pizoli
Porto Alegre (Rio Grande de Sul)	PRC2	680	5.	Dr. Lelis Espartel
Pouso Alegre (Minas Alegras)	PRJ7	1530	0.1	Jose Nunes Rebello
Marilia (Sao Paulo)	PRI2	1090	0.5	Oscar de Moraes Barros
Prudente (Sao Paulo)	PRI5	970	0.25	Manoel Bussacos
Recife (Pernambuco)	PRA8	720	25.	Oscar Moreira Pinto
		6012 sw.	5.	
Ribeirao Preto (Sao Paulo)	PRA7	730	0.5	Jose da Silva Bueno
Ribeirao Preto (Sao Paulo)	PRH7	1170		Lonzado Bueno
Rio Claro (Sao Paulo)	PRF2	1460	0.25	Waldemar Cartolano
Rio de Janeiro Distrito Fed.	PRA2	800	25.	Ministerio Educacao Saude
	PRA3	860	10.	Dr. Rolpho Estevan de Siqueira
Rio de Janeiro Distrito Fed.	PRA9	1220	25.	Edmar Machado
Rio de Janeiro Distrito Fed.	PRB7	900	5.	Alceu Mario de Sa Freire
		6200 sw.	25.	
		9610 sw.	25.	
		15370 sw.	25.	
Rio de Janeiro Distrito Fed.	PRC8	1360	5.	Guilherme Manes
Rio de Janeiro Distrito Fed.	PRD2	1060	10.	Mario Villaca Meyer
Rio de Janeiro Distrito Fed.	PRD5	1400	1.	Francisco Gomes-Maciel Pinheiro
Rio de Janeiro Distrito Fed.	PRE2	1430	5.	Dr. Placido de Melo
Rio de Janeiro Distrito Fed.	PRE3	1180	7.5	Dr. Elisio Dantas
Rio de Janeiro Distrito Fed.	PRE8	980	25.	Dr. Gilberto de Andrade
Rio de Janeiro Distrito Fed.	PRF4	940	10.	Ernesto Fereira Carneiro
Rio de Janeiro Distrito Fed.	PRF5	9500 sw.	12.	Dr. J. V. Pareto Neto
		9600 sw.		
		10220 sw.		
		15190 sw.		
Rio de Janeiro Distrito Fed.	PRG3	1280	10.	Dr. Teofilo de Barros
Rio de Janeiro Distrito Fed.	PRL9	9505		Brazilian Govt.
	PRL8	11720		
	PRL7	17850		
Rio de Janeiro Distrito Fed.	PRH8	1130	0.5	Francisco Xavier Filho

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Rio Grande (Rio Grande de Sul)	ZYC3	1510	0.1	
Rio Breto (Sao Paulo)	PRB8	640	0.25	Andrassy Ribeiro
Santos (Sao Paulo)	PRB4	1450	1.	Hermenegildo da Rocha Brito
Santos (Sao Paulo)	PRG5	580	0.75	Carlos Baccarat
Sao Carlos (Sao Paulo)	ZYA6	1590	0.1	
Sao Carlos (Sao Paulo)	ZYA6	1590	0.1	
San Luiz (Maranhao)	PRJ9	1490	5.	Jose Ribamar Pinheiro
Sao Manuel (Sao Paulo)	PRI6	1510	0.1	Vitorino Ribeirro
Sao Paulo (Sao Paulo)	PRB9	1000	25.	Dr. Paulo Machado de Carvalho
Sao Paulo (Sao Paulo)	PRE7	1410	5.	Dr. Joao Ferreira Fontes
Sao Paulo (Sao Paulo)	PRF3	960	5.	Dr. Ubiratan Silveira Pamplona
Sao Paulo (Sao Paulo)	PRG2	1040	25.	Dr. Antonio Herman Dias Menezes
Sao Paulo (Sao Paulo)	PRG9	1100	25.	Mons. Dr. Francisco Bastos
Sao Paulo (Sao Paulo)	PRH3	620	5.	Pedro de Camargo
Sao Paulo (Sao Paulo)	PRH9	840	5.	Jose Niccolini
Sao Paulo (Sao Paulo)	PRA5	1260	5.	Joao Baptista de Amaral
Sao Paulo (Sao Paulo)	PRA6	890	10.	Dr. Oswaldo Costa, Director
Sao Paulo (Sao Paulo)	PRB6	1200	5.	Oscar P. Seckler
Sao Paulo (Sao Paulo)	PRE4	1300	5.	Olavo C. Fontoura
Sao Paulo (Sao Paulo)	ZYB7	6095 sw. 11765 sw.	25.	
Sao Sebastiao Paraiso (Minas G.)	ZYA4	1510	0.1	
Soracaba (Sao Paulo)	PRD7	1080	0.5	Orlando da Silva Reitas
Taubate (Sao Paulo)	ZYA8	1590	0.1	
Uberaba (Minas G.)	PRE5	1390	0.5	Quintiliano Jardin
Ulberlandia (Minas G.)	PRC6	1510	0.1	Aristides Figueiredo
Varginha (Minas G.)	ZYB2	1590 sw.	0.1	
Vitoria (Epirito Santo)	PRI9	1350	0.1	Dr. Ciro Vieira da Cunha

BRITISH GUIANA

Georgetown	ZFY	6000	1.	British Guiana Broadcasting Co., Ltda.

BRITISH HONDURAS

Belize	ZIK-2	10600	0.2	Government

CHILE

Antofagasta	CAI41	1410	1.	Angel Garcia y Cia. Ltda.
Antofagasta	CAI27	1270	0.25	Horus Predreny Palma
Chillan	CCI38	1380	0.15	Adriana Pagueguy de Logos
Chillan	CC127	1270	0.1	Rafael Barrios
Concepcion	CC141	1410	0.1	Chilena de Communicaciones (rented for 1 year to Rafael Arjona N.)
Concepcion	CC117	1170	1.0	Federico Sanchez
Concepcion	CC64	640	1.	Mario Saez Lagoa
Concepcion	CC59	590	5.	
Coquimbo	CA96	960	0.3	Cesar Nieme Abey
Curico	CC96	960	0.1	Alberto Guerra
Iquique	CA63	630	0.25	Antonio Cajiao
La Serena	CA108	1080	1.0	Ed. Encina Arancibia
Osorno	CD84	840	1.5	Soc. Agricola y Granadera de Osorno

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Puerto Montt	CD101	1010	1.	Chilena de Communicaciones
Puerto Montt	CD147	1470	0.1	Ernesto Riedel
Temuco	CD103	1030	2.5	Ramon Verde Ramos
Punta Arenas	CD111	1110	0.1	Emilio Turina
Punta Arenas	CD113	1130	1.	Chilena de Communicaciones
Punta Arenas	CD136	1360	0.45	Victoria Iglesias de Biancilla
Punta Arenas	CD89	890	1.	
Quillota	CB113	1130	0.1	Leopoldo Cirando G.
Rancagua	CC63	630	0.6	Manuel Massoni
Rancagua	CC109	1090	0.1	Jorge Romero Ramirez
Rancagua	CC145	1450	0.1	Alan Rojas
S. Antonio (Puerto Viejo)	CB140	1400	0.1	Soc. Radiodifusora Onda Azul Ldta.
Santiago de Chile	CB66	620	1.	International Machinery Co.
Santiago de Chile	CB57	570	7.5	Soc. Nacional de Agricultura
Santiago de Chile	CB76	760	15.	Cia. Chilena de Communicaciones S. A.
	CE970	9728	5.	
Santiago de Chile	CB82	820	1.	
Santiago de Chile	CB89	890	1.	Carlos Briceno, owner. Rented for five years to Antonio Zarate Andreu
Santiago de Chile	CB97	970	1.	Soc. Chilean de Radiodifusion y Propaganda
Santiago de Chile	CB101	1010	1.	Chilena de Communicaciones
Santiago de Chile	CB106	1060	5.	Manuel Casablanca Latorre
Santiago de Chile	CB114	1140	50.	Corp. Chilena de Radio
Santiago de Chile	CB126	1260	10.	Soc. Chilena Radiodifusora S. A.
Santiago de Chile	CD960	9600 sw.	1.	Horacio Hevia Labbe
	CB130	1300	2.0	
Santiago de Chile	CB134	1340	2.	German Holtheuer Valdivia
Santiago de Chile	CB138	1380	5.	Empresa Periodistica "El
	CB1185	11850 sw.	5.0	Mercurio"
Santiago de Chile	CB142	L. W.	1.	Jiles Y Cia.
Santiago de Chile	CB144	1440	2.	Clark Hnos.
Santiago de Chile	CB144C	1440	0.2	Oscar Moraga Fuenzalida
Santiago de Chile	CB150	1500	1.	
Santiago de Chile	CB1180	11975 sw.	1.	Soc. Nacional de Agricultura
Santiago de Chile	CB1170	11700 sw.	0.3	Otto Becker, Ltda.
Santiago de Chile	CB93	930	8.	Orlandini y Raggio Ltda.
	CB1174	11740 sw.		
Talca	CC96	960	.25	Alberto Guerra Cruzatt
Talca	CC84	840	0.1	Francisco Morales Castillo
Talca	CC67	670	0.1	Ramon Abasolo
Temuco	CD90	700	1.2	De Mayo Hnos.
Temuco	CD69	690	1.2	Daniel De Mayo Levi
Temuco	CD125	1250	1.5	Soc. Radio Emisoras Sur de Chile
Tocopilla	CA90	900	0.1	Hilda Cuellar
Valdivia	CD63	630	1.5	Chilean Communications Co.
	CD59	590	1.0	
Valdivia	CD132	1320	1.0	Carlos Cockbaine
Valparaiso	CB73	730	10.	Soc. Coop. Vita.
	CE1190	11900	5.	
	CE615	6150	5.	
Valparaiso	CB90	900	.4	Emp. Periodistica "El Mercurio"
Valparaiso	CB103	1030	0.75	Cia. Chilena de Communicaciones S. A., Radio la Cooperativa Vitalicia Valparaiso, Chile
	CE910	9730 sw.		
	CE615	6150 sw.		
Valparaiso	CB116	1160	1.	Patricio Edwards Linares

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Valparaiso	CB120	1200	1.	Angel I. Prieto Andreas
Valparaiso	CB124	1240	0.25	Ramon Y Fernando Garcia y Cia.
Valparaiso	CB132	1320	1.	Sociedad Wallace y Cia.
Valparaiso (Vina del Mar)	CB64	640	3.0	Adriano Iz.
Valparaiso (Vina del Mar)	CB63	680	.5	Renard y Garcia Tello
Valparaiso (Vina del Mar)	CB111	1110	0.75	Joaquin Venegas
Valparaiso	CE56	760	15.	
	CE970	9728	5.	

COLOMBIA

Aguadas	HJFJ	1500	.025	Roberto Florez
Armenia	HJFI	1540	1.	Bernardo Santacoloma and D. Julio Rondon E.
Armenia	HJFH	4875 sw.	.6	Botero & Cia. (Braulio
	HJFM	1210	0.6	Botero Londono)
Barranquilla	HJAA	1330	0.5	Alfonso Rosales Navarro
Barranquilla	HJAG	6125	1.000	Emisora Atlantic. S. A.
	HJAH	1050	1.000	Angel M. Ruiz. owner
Barranquilla	HJAI	1370	0.25	Julian Melendez
Barranquilla	HJAK	1310	0.35	Vassallo Hinos y Mendez (Clemente Vassalio Gomez, owner)
Barranquilla	HJAB	4785 sw.	3.	Eliecer Velasco
	HJAN	1190	1.	
Barranquilla	HJAS	1500	0.4	Miguel A. Ruiz
Barranquilla	HJAT	1275	.5	Delfina v. de Haayen
Bogota	HJCB	1105	.2	Colombia Broadcasting S. A.
	HJCD	6160	8.0	(Robt. Ramirez, Enrique Ramirez & Jorge Alford)
Bogota	HJCC	870	5.	Gustavo Uribe Th.
	HJCE	1220	1.	
	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	0.5	Julio Bernal
Bogota	HJCI	4895 sw.	0.75	Manuel J. Gaitan
	HJCH	810	.5	
Bogota	HJCJ	1380	0.2	Manuel J. Gaitan
Bogota	HJCK	1290	0.5	Anez & Tobon Sierra
Bogota	HJCN	1335	0.5	Roberto Laignelet
Bogota	HJCO	1160	1.	Jesus M. Garcia
	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	0.15	Ministerio de Economio Nacional
Bogota	HJCR	1200	3.0	Colombian Govt.
	HJCT	6260 sw.	2.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltd.
	HJCA	4850 sw.	1.	
	HJCV	1450	1.	
Bogota	HJCX	6018 sw.	0.75	Cipriano Rios Hoyos
	HJCZ	1040	1.0	
Bogota	HJCS	920	50.	Cia. Radiodiffusion Colombiana—Jose V. Arias, owner
Bucaramanga	HJGE	1130	.5	Gustabo Sorzano Jimenez
Bucaramanga	HJGB	4775 sw.	1.5	Francisco A. Bueno
	HJGK	1280	1.0	
Buenaventura	HJES	1525	0.05	Heriberto Quintero
Buenaventura	HJEW	1355	0.22	Jorge E. Berrio
Buga	HJEI	1410	0.1	Bernando Buena Delgado
Buga	HJEP	1485	0.5	Sociedad Voces de Occidente —Hernando Azcarate M., owner

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Cali	HJEB	1150	1.0	Eduardo Cordoba
	HJED	4825 sw.	1.0	
Cali	HJEC	1300	0.3	Rafael Angulo
Cali	HJEE	1090	0.2	Jose T. Calderon N.
Cali	HJEF	1340	0.5	Hernando Bueno Delgado,
	HJEL	1260	0.5	owner
Cali	HJER	1395	0.5	Cesar Mendoza Mazuera
	HJEX	4865 sw.	2.5	
Cali	HJET	1510	.5	Dirreccion de Educacion del V.
Cali	HJEN	1370	0.5	Alfonso Mese Vargas
Cartagena	HJAE	4965 sw.	1.0	Laboratories Fuentes,
	HJAF	1240	1.0	Rafael Fuentes, owner
Cartagena	HJAP	4925 sw.	0.5	Lequerica Hermanos
	HJAR	1400	0.3	
Cartago	HJEO	1230	0.5	Saniel Dozman
Ciencga	HJBE	1460	.25	Elvira de Pereira
Cucuta	HJBB	4815 sw.	0.75	Pompilio Sanchez
	HJBC	1270	0.5	
Girardot	HJCL	1460	0.25	Carlos J. Sanchez G.
Girardot	HJCV	1420	0.1	Maria Teresa Ramirez R.
Ibague	HJFC	1500	0.1	Vicente Vaitan Rondon
Ibague	HJFL	1440	0.1	Luis E. Martinez
Ibague	HJFP	1550	.075	Mario Cadavid
Libano (Tolima)	HJFO	1520	.05	Hector Enrique Giraldo
Magangue	HJAC	1420	0.1	Manuel Agustin Varela
Manizales	HJFB	6105 sw.	1.00	Cia. Radio Manizales
	HJFD	1390	0.75	Alberto Hoyos A., Dir.
Manizales	HJFX	600	1.	Antonio Pinzon H.
Medellin	HJDA	1285	0.42	Humberto Restrepo A.
Medellin	HJDC	1360	0.6	Francisco Cuartas
	HJDX	4795	.6	
Medellin	HJDE	6145 sw.	5.	Cia. Colombia de Radiodiffu-
	HJDK	1250	.5	sion—Luis Ramos, owner
Medellin	HJDL	1480	0.5	Jaime Tobon R. (leased to Hernando Gomez)
Medellin	HJDM	1520	0.5	Prospero Aguirre
Medellin	HJDQ	1320	0.75	Cia. Antiquena de Radiodifu-
	HJDP	4885 sw.	.6	sion (Fernando Restrepo Alvarez, owner)
Medellin	HJDR	1380	0.3	Ramirez & Cia. Ltda.
Medellin	HJDT	1150	0.5	Alfonso Jaramillo, Hernando Tellez, Jaime Garcia
Medellin	HJDZ	1490	0.25	Universidad de Antioquia
	HJDU	4805 sw.	.75	
Medellin	HJCB		0.5	Hernando Tellez B.
Monteria	HJAL	1465	0.5	Julio Cesar Patino
Neiva	HJFN	1420	0.1	Helidora Tamayo
	HJFP	1520	.1	Teodulo Camacho, G.
Ocana	HJBF	1525	0.1	Luis Linero
Palmira	HJEJ	1460	0.3	Rafael Angulo
Palmira	HJEQ	1180	0.5	Regulo Benitez
Pamplona	HJBA	1400	0.1	Gonzalo Vargas
Pasto	HJHA	1350	0.35	Sociedad Radio Narino—Sra. Elisa de Pesantes, owner
Pasto	HJHB	1170	0.5	Bernardo Bueno Delgado
Pereira	HJFA	6054 sw.	.75	Cesar and Mario Arango M.
	HJFE	1470	0.499	
	HJFQ	1120	.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Pereira	HJFK	6097 sw.	2.5	Sociedad "La Voz Amiga"
	HJFF	1350	1.	Antonio Giraldo C. & Son
Popayan	HJEA	1500	.5	Jesus Hernando Hormaza
Popayan	HJEG	1450	0.3	Mercedes M. De Valencia
Quibedo	HJDG	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HJBJ	1370	1.2	Julio A. Sanchez
Santander	HJEH	1550	.025	Escuela Rafael Tello
Sevilla	HJET	1510	0.25	Daniel Benitez
Tocaima	HJCP	1530	0.092	Ruperto Aguilera Leon (Catholic station)
Tulda	HJEK	1420	.1	Hernando Bueno Delgado
Tunja	HJGA	1425	.25	Pedro Martinez

COSTA RICA

Alajuela	T15JJM	575	.8	Emilio E. Martinez
Cartago	TIMC	735	0.75	J. Mario Cardos
	T14NRH	710	0.75	Amanda Cespedes M.
		9692 sw.	0.75	
Heredia	TIWS	6065 sw.	0.3	Manuel Campos J.
Puntarenas	TIJMP	690	1.0	Jose Maria Pinaud
San Jose	TIGPH	605	6.5	Gonzalo Pinto H.
	TIGPH2	800	3.	Gonzalo Pinto H.
San Jose	TIPG	625	10.	Perry Girton
		9615 sw.	10.	
San Jose	TIGH	690	2.	Jose Maria Pinaud
San Jose	TIVP	750	0.5	Narciso Garcia
San Jose	TILJ	775	0.5	Lola Monje M. de Jimene
San Jose	TIEP	6700 sw.	1.	Eduardo Pinto H.
		830	3.	
		1225	3.	
San Jose	TIRS	920	.4	Rogelio Sotela B.
San Jose	TIOS	940	0.5	Rafael Sotela
San Jose	TIRH	970	1.0	Rafael Hine Chavarria
		6150 sw.	0.25	
San Jose	TIFA	1000	0.25	Francisco Arie
San Jose	TISMG	1045	0.5	Guilermo Zniga
San Jose	TINBC	1070	2.0	Perry Girton
San Jose	TIHZ	1150	1.	Heli Zuniga
San Jose	TIRRC	1200	0.5	Carlos Borge
		6180 sw.	0.3	
San Jose	TIBAS	650	2.5	Gonzalo Pinto H. (same as for TIGPH)
San Jose	TILS	880	5.	Luis Saenz Mata
		6165 tw.	2.	
San Jose	TIMACHO	1100	.5	Maximo Chaves Arias
San Jose	TINBC	1070	10.	Perry Girton

CUBA

Artemisa	CMAX	660	.25	Juan de Dios Careno y Valdes
Bayamo	CMKX	1090	.25	Oscar Vidal Benitez
Caibarien	CMHD	1560	5.	Manuel Alvarez
			0.2*	*Present authorized power
Camaguey	CMJL	920	10.0	Circuito CMQ
Camaguey	CMJN	740	1.	Cadena Azul, S. A.
Camaguey	CMJK	620	0.25	Jones Castrillon y Cia.
	COJK	8665 sw.	1.0	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Camaguey	CMJA	1060	0.25	Rafael Valdes
Camaguey	CMJE	1230	0.25	Primo A. Casares
Camaguey	CMJF	1300	0.25	Gertrudis de la Cruz Perez
Camaguey	CMJW	1400	0.25	Andres M. Cisneros
Camaguey	CMJC	1340	0.25	Fernando Terron Bolanos
Cardenas	CMGE	1470	0.25	Geraro Sabater
Cerro	CMCB	1330	0.25	Metropolitan Radio de Cuba S. A.
Cienfuegos	CMHM	1450	0.25	Jose Ramon Remenias, Jr.
Cienfuegos	CMHJ	1350	0.25	Romauldo Ugalde Cordero
Ciego de Avila	CMJH	1370	0.25	Luis Marauri Mendoza
Ciego de Avila	CMJI	1440	0.25	G. Gessa Lopez
Ciego de Avila	CMJM	1270	1.	
Ciego de Avila	CMJO	1470	0.25	Benifacio Ildefenso
Cruces, L. V.	CMHK	1380	0.25	Virgilio Villanueva
Guanabacoa	CMBH	1540	5.0	Vicente Espinosa
Guanabacoa	CMCF	910	3.5	Radio Internacional
Guantanemo, Orte	CMKS	900	0.25	Candido Savon Suarez & Martinoll
Guantanamo	CMKH	1130	0.25	Virgilio Arciero Maffei
Havana	CMCJ**	1580	0.25	Rafael Rodriguez
Havana	CMCR**	1580	0.25	Juan Gonzalez y Seneriz
Havana	CMCA**	1490	0.25	Augusto Testar y J. M. Gonzalez
Havana	CMCG**	1460	0.25	Dr. Miguel Angel Campos
Havana	CMCQ	1420	.25	Andres Martinez
Havana	CMBX**	1390	0.25	Vicente Espinosa
Havana	CMOA**	1360	0.25	Juan Fernandez Duran
Havana	CMC**	1360	0.25	Rafael Valdes
Havana	CMBG**	1390	.25	John L. Stowers
Havana	CMCX-CMCH	1290	.25	Jose Custodio Milagro Rumbaut y Lenza
Havana	CMCW	1230	.25	Jose Vilarino
Havana	COK	11616	1.0	Cuban Natl. Sports Department
Havana	CMCU	1190	.25	Jorge Garcia Serra
Havana	CMZI	7190	0.5	Govt. of Cuba—Ministry of Natl. Defense
Havana	CMBQ	1150	5.	Jose Castro Veiga
Havana	CMBY	1110	.25	Pages y Cia.
Havana	CMCM	1060	.25	Cia. Transradio Columbia
	COCM	9833	1.0	
Havana	CMX	1010	10.	Francisco A. Lavin
	COCX	11650 sw.	1.0	
Havana	CMBZ	950	1.0	Manuel y Guillermo Sales
	COBZ	9030 sw.	.25	
Havana	CMK	830	.25	Fausto Montiel
Havana	CMQ	690	25.0	Circuito CMQ
Havana	CMCY	590	15.	RHC Cadena Azul S. A.
	COCY	11470 sw.	1.0	
Havana	CMW	550	2.5	Adolfo Gil y Miguel Troncoso
	COCW	6325	0.1	RHC Cadena Azul
Holquin	CMKV	600	1.	
Holquin	CMKF	1490	.25	Manuel J. de Gongora
Holquin	CMKJ	730	10.	Circuito CMQ
Holquin	CMKO	1220	.25	Manuel Angulo Farran
Jovellanos	CMGN	1310	1.	
Marianao	CMBF	730	1.2	Cia. Radio Universal S. A.
Mariano	CMZ	1260	1.2	Ministry of Education, Govt. of Cuba
	COX	9640		
	CMZ1	7190	.3	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Matanzas	CMGH	1440	0.6	Garcia Alvarez and heirs
Matanzas	CMGF	1240	0.25	Bernabe R. de la Torre
	COGF	11800 sw.		
Manzanillo	CMKE	1320	0.25	Cia. Radioemisora Manzanillo
Manzanillo	CMKM	560	0.25	Raimundo Comas Doler, Merchan y P. Figueredo
Neuvitas	CMJQ	1580	.25	Casper Estevez
Palma Soriano, Orte	CMKZ	1430	.25	Joaquin Venero Obregon
Pinar del Rio	CMAB	1450	.25	Francisco Martinez
Pinar del Rio	CMAQ	840	1.0	Circuito CMQ
Pinar del Rio	CMAN	1300	1.0	RHC
Placetas, L. V.	CMHP	1320	.25	Candido de Los Angeles, Guevara Perdome
Puerto Padre	CMKY	1350	0.1	Pedro Zacca Cheda
Rancho Boyeros	CMCK	980	5.0	Luis y Ernesto
	COCO	8700	2.0	Casas Rodriquez
	COCK			
Rancho Boyeros	CMBC	790	1.0	Domingo Fernandez Cruz
	COBC	9363 sw.	1.0	
Regla	CMCD	630	5.0	La Voz del Aire S. A.
	COCD	6130	1.0	
Sagua La Grande	CMHA	1280	.25	Obelardo Menocal
Sancti Spiritus	CMHB	1310	.25	V. E. Weiss y O. Ramirez Isla
Santa Clara	CMHI	570	15.-D	RHC
	COHI	6450	5.0	
Santa Clara	CMHQ	670	10.0	Circuito CMQ
Santa Clara	CMHW	950	1.	RHC
	CMHN	960	1.	
Santa Clara	CMHO	1250	.25	Enrique Lasanta
Santa Clara	CMHX	1480	.25	Francisco Chavarry Fuster
Santiago de Cuba	CMKN	930	1.	RHC
Santiago de Cuba	CMKU	970	1.0	Circuito CMQ
Santiago de Cuba	CMKW	1000	1.0	Ricardo Miranda, Cortes y Raul Soulary Exchevarria
Santiago de Cuba	CMKC	1250	.25	Roberto Miguel Gonzalez
Santiago de Cuba	CMKR**	1390	.25	Jaime Nadal
Santiago de Cuba	CMKD	1290	1.	Otto Juan Vinas Gimeno
San Luis, Oriente	CMKQ	1460	0.5	Angela Viciedo Quintero
Trinidad	CMHT	990	.25	F. E. Soto del Valle
Vedado	CMOX**	1490	.25	Perez y Chisholm
Vedado	CMCO	1230	.25	Enrique Lasanta Oliver
Vedado	CMBD**	1460	.25	Luis Perez Garcia
Vedado	CMBS	1090	.25	Enrique Artalejo Fernandez
Victoria de las Tunas,	CMKG	1050	.25	Emilio Gran Medina
Oriente	COKG	7058	1.2	

** Share time.

DOMINICAN REPUBLIC

Ciudad Trujillo	HIZ	1350	0.25	Frank Hatton
	HIIZ	6312 sw.	.5	Frank Hatton
Ciudad Trujillo	HIJ	1190	.075	
Ciudad Trujillo	HI4M	1150	.02	Jorge L. Rodriguez
Ciudad Trujillo	HI7P	1300	.25	J. M. Roques Roman
Ciudad Trujillo	HIN	1090	1.	Partido Dominicano
	HI1N	6243	1.	
Ciudad Trujillo	HIX	950	0.25	Dominican Govt.
	HI3X	11960 sw.	0.25	
	HI1X	6350	1.0	
Ciudad Trujillo	HIG	900	0.05	A. Cordero Puello
		6280 sw.	0.04	
Ciudad Trujillo	HI1G	6120 sw.	0.25	A. Cordero Puello
	HI2G	9140 sw.	0.25	
Ciudad Trujillo	HIL	6175 sw.	.08	J. C. Pellicer

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Ciudad Trujillo	HIT	6630 sw.	0.1	F. A. Sanabia
		1050		
Ciudad Trujillo	HI8Q*	1475	.025	Julio Garcia Alardo
Ciudad Trujillo	HI6H*	6115 sw.	0.1	Emilio Garden
Ciudad Trujillo	HI8T*	6122 sw.	.03	Raul Henriquez S.
Ciudad Trujillo	HI2D*	6026 sw.	.15	Accion Catolica Dominicana
		6900 sw.		
Ciudad Trujillo	HI7P	6800 sw.*		J. M. Roques Roman
Ciudad Trujillo	HI6Y	6660 sw.*	.025	Alfonso Cuervo
Ciudad Trujillo	HI8T	6122 sw.*	.003	Raul Henriquez S.
Monsenor Nouel, La Vega	HI2T	6480	.20	Jose Arismendy Trujillo
Santiago	HI1A	6190 sw	.25	Rafael Western
Santiago	HI3U	6015 sw.	.1	Fernando Bertran
Santiago	HI9B	6383 sw.	0.4	Jacinto L. Sanchez
Puerto Plata	HI9T	6170 sw.	.10	Luis A. Pelegrin
	HI9U	1010	.025	
Puerto Plata	HI5P*	6565 sw.	.03	J. M. Modesto
San Cristobal	HI1R	6420	.20	Luis Alberti
San Pedro de Macoris	HIH	1420	.15	Domingo Diminguez
	HI1J	6025	.25	Fausto Donastorg
San Pedro de Macoris	HIH	6025 sw.	.25	Fausto Donastorg
Romana	HI3C	6690 sw.	.15	Antonio Herrero Hernandez

ECUADOR

Ambato	HC1VT	6550 sw.	0.1	Municipio de Ambato
Cuenca	HC1AO	4200 sw.	.0015	Humberto Espinosa
Cuenca	HC1CC*	7461 sw.	.004	Comunidad Salesiana
Guayaquil	HC2CW*	900 sw.	.0025	Alfonso Silmot
		8400 sw.		
Guayaquil	HC2OAD	9400 sw.	0.2	Odalia Aruz de Garcia
		900	0.1	
Guayaquil	HC2AJ	1050	1.0	Cia. Radiodifusora del Ecuador
Guayaguil	HC2AK	9310	1.0	Compania de Ecuador
Guayaquil	HC2JSB	1250	0.2	Juan S. Beher
		7854 sw.*		
Guayaquil	HC2RB	1250	0.1	Eric Williams
Guayaquil	HC2CM			
Guayaquil	HC2ET	9200 sw.	0.5	Jose Santiago Castillo
	HC2GI	1160	0.3	
Guayaquil	HC2DC			
Guayaquil	HC2AU	1350	0.2	Augusto Alvarado Olca
Guayaquil	HC2RL	6647 sw.	0.2	
Ibarra	HC1IM	4020 sw.	0.3	I. Municipio de Ibarra
Portoviejo	HCJB4	3645 sw.	.008	Clarence W. Jones
Quito	HCJB	974	1.0	Clarence W. Jones
		4108 sw.	0.150	
		12455 sw.	7.0	
		9958 sw.	.7	
		28040 sw.	.025	
		7285 sw.	.14	
		27850	1.0	
		14200	1.0	
		7068	1.0	

Location	*Call Letters*	*Frequency Kcs.*	*Power Kws.*	*Owner or Operating Agency*
Quito	HC1PM	5725 sw.	0.15	Leonardo Ponce
Quito	HCQR	1340	0.25	Radio Quinto
Quito	HCQRX	5970 sw.	0.25	Radio Quinto
Quito	HCBT	1304	0.25	Cesar Mantilla
	HCBS	9355 sw.	0.25	
Quito	HCK*	5885 sw.	0.3	
Quito	HCIGP	7874 sw.	0.2	Miguel Olugel Gonzales, owner; Padre Elias Brito, Dir.
Quito	HC1AD HC1AB	1410	.25	Operated by Cia. Anterandina de Broadcasting—Vincente Ordonez Pellares, Enrique Arrengui R.
Quito	HC2ROZ			
Quito	HC1BF	11765	500 Watts	
	HC1BD	1210	.3	
Riobamba	PRADO	6618 sw.	0.5	

EL SALVADOR

San Salvador	YSR	6520 sw.	0.8	Alberto Cevallos
San Salvador	YSS	638	0.5	
San Salvador	YSS	640	0.5	Direccion General de Com.
	HUB	4780 sw.	0.3	munications, Govt. of El
	YSD	7894	0.5	Salvador
	YSM	11710	0.4	
San Salvador	YSP	780	.115	Fernando Alvayeros Sosa
	YSP-1	1560 sw.		
	YSP-B	6150 sw.		
San Salvador	YSO	7270 sw.		
		870	1.5	

GUATEMALA

Guatemala City	TG1	1310	0.3	Govt.
	TG2	6220 sw.	1.	Department of Communica-
	TG3	2320	.015	tions
Guatemala City	TGW	640	10.0	Guatemala Govt.
	TGWA	9685 sw.	10.	
	TGWB	6460 sw.	1.	
	TGWC	1520 sw.	1.	
Guatemala City	TGX	1415	.05	Miguel Angel Mexicano Novales
Quezaltenange	TGQ	1450	1.	Govt.
	TGQA	6400 sw.	0.2	

HAITI

Port-au-Prince	HHWB	9550		
Leogane	HHK*	6200	25.	Haitian Govt.
		9620 sw.		
		1820 sw.		
		17850 sw.		
		21670 sw.		
		920		
Port-au-Prince	HH3W	9890	0.25	Ricardo C. Widmaier, Jr.
	HHW	1230	0.15	
		978		

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Port-au-Prince	HH2S	5945	0.4	
Port-au-Prince	HHBM	1473	1.	
	HHCM	9660 sw.	1.	
	HHGM	6165 sw.	1.	Frank C. Magliore

HONDURAS

Ceiba	HRD2	6235 sw.	0.2	Ing. M. R. Moncada
San Pedro Sula	HRP1	6351 sw.	0.15	Filiberto Diaz Zelaya
Tegucigalpa	HRN	5875 sw.	.5	Rafael Ferrari

NICARAGUA

Granada	YNFT	7500 sw.	0.1	Jose F. Tercero Z.
Granada	YNLAT	7625 sw.	0.1	Leonidas A. Tenorio
Granada	YNWW			
Leon	YNJAT	5758 sw.	0.6	Jose Agustin Tijerino
Leon	YNDG	6850 sw.	0.8	Dionisio E. Gallo
Managua	YNLG	1530		
Managua	YNDS	6610 sw.*	1.	
Managua	YNPS	6760 sw.	0.8	La Voz de Nicaragua (Govt.)
Managua	YNOW	6850	0.80	Mendoza y Hermanos
Boaco	YNBO	6760 sw.	1.0	
Managua	YNCQ	6850 sw.*	0.8	

PANAMA

Colon	HP5K	6005 sw.	0.25	Jose Jaen y Jaen
	HOK	640	0.25	
Colon	HOL	1390	.25	
	HOLA	9505 sw.	1.	Anibal Galindo
Panama	HP5G	11780 sw.	.6	Radio Panamericana
	HOA	1000	.4	
Panama	HOC	1440	.025	Jose Jaen y Jaen
Panama	HP5A	11700 sw.	.3	Jose Jaen y Jaen
Panama	HOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama	HP5B	6030 sw.	0.15	Ernesto de la Guardia, Jr.
	HP5C	730	.4	
Panama	HP5H	6122 sw.	0.15	M. Lombardo Vega
Panama	HP5J	9607 sw.	5.	Manuel Diaz
	HP6J	1356	5.	

PARAGUAY

Asuncion	ZPA1	6010	2.5	Official Govt. Station
Asuncion	ZP1	970	0.1	Atilio C. Bajac
Asuncion	ZP4	730	0.1	Iseru and Scarello
	ZP8	11850 sw.*	0.1	
Asuncion	ZP6	1300	0.1	Emilio Jordan Livieres
Asuncion	ZP9	970	1.5	A. C. Bajac
Asuncion	ZP10	1330	0.1	Victor Noriega
Asuncion	ZP11	1200	0.1	Juventus Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP17	1030	0.1	Jose Hanemann
Asuncion	ZP3	700	.6	Teleco Paraguaya S. A.
	ZPA3 sw.			

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Asuncion	ZPA2	11721 sw.	5.	Teleco Paraguaya S. A.
	ZPA6	7890 sw.	5.	
	ZPA7	15780 sw.	5.	
	ZPO3	13333 sw.	5.	
Encarnacion	ZP5	920	5.0	Philips Argentina, S. A.—operator; Jaimie Yankelevitch—owner
Encarnacion	ZP7	900	0.1	Julio Cormillot
Villarrica	ZP15	700		
Villarrica	ZP6	1300	0.1	Emilio Jordan Livieres

PERU

Arequipa	OAX6B	6035 sw.	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	1.	J. Antonio Umbert F.
	OAX6E	6335	1.	
Arequipa	OAX6A	6050 sw.	0.1	Jorge E. Olazabal Benavides
Callao	OAX4C	1160	0.5	Alvarada & Urteaga
Chiclayo	OAX1A	6150 sw.	0.3	J. Carlos Montoy D'
Cuzco	OAX7A	6128 sw.	0.1	Carlos Lizarraga Fisher-Montero
Huancayo	OAX4P	5980	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6116 sw.	0.4	Victor Priano Storace-Castilla
Ica	OAX5B	1480	0.25	Luis de los Heros y de los
	OAX5C	9560 sw.	0.25	Rios
Lima	OAX4H	6095 sw.	1.	Armando Ortiz Lambert
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	
	OAX4G	6190 sw.	0.25	
Lima	OAX4Z	6082 sw.	15.	Gobierno del Peru
	OAX4A	854	10.	
	OAX4T	9562 sw.	10.	
	OAX4R	sw.		
Lima	OAX4E	960	0.2	Ing. Juan P. Goicochea
	OAX4K	9545 sw.	0.25	
Lima	OAX4I	1320	0.25	
	OAX4J	9520	0.2	
Lima	OAX4X		0.3	Dianderas Samanez
	OAX4Q		0.2	
Lima	OAX4L	1250	0.2	
Lima	OAX4U	1010	10.	
	OAX4V sw.	5925 sw.	7.5	
	OAX4W sw.	9360 sw.	2.	
Trujillo	OAX2A	5625 sw.	.75	Rafael Larco Hoyle
	OAX2B	1400	.5	

SURINAM (DUTCH GUIANA)

Paramaribo	ZPH	5865	0.150	J. C. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.

URUGUAY

Canelones	CW47	1470	0.3	Julio J. Rabassa
Canelones	CW3	580	0.3	Diario Rural S. A.
Cerro Largo-Melo	CW53	1580	0.25	Ruben D. Lucas
Colonia	CW1	550	4.5	R. Berotti & R. Montellano
Colonia	CXA8	9620	20.0	Jaime Yankelevich
Colonia	CXA14	6055	1.0	Jaime Yankelevich
Durazno	CW25	1430	0.5	Artola, Evangelisti y Cia.
Florida	CW33	1200	0.25	Omar F. Barreiro
Lavalleja-Minas	CW43	1420	0.5	Juan R. Volante
Maldonado	CW51	1560	0.5	Hector Lamaison
Montevideo	CX4	610	5.0	Direccion Agronomia (Ministry of Agriculture)
Montevideo	CX6	650	20.0	Servicio Oficial D. R. F. (Ministry P. E.)
Montevideo	CX8	690	0.5	Ramon Puyal
Montevideo	CX10	730	1.0	Batlle y Gestoso
Montevideo	CX12	770	20.0	Luis A. Artola
Montevideo	CX14	810	15.0	Difusoras del Uruguay
Montevideo	CX16	850	50.0	SADREP Ltda.
Montevideo	CX18	890	5.0	Difusoras El Espectador Ltda.
Montevideo	CX20	930	2.0	Carlos L. Romay
Montevideo	CX24	1010	5.0	SADREP Ltda.
Montevideo	CX28	1090	5.0	Walfrido Figueira Moran
Montevideo	CX30	1130	2.0	Silva y Larrea
Montevideo	CX32	1170	0.5	Comp. Uruguaya de Publicidad
Montevideo	CX36	1250	1.0	Vazquez y Walder
Montevideo	CX38	1290	5.0	Servicio Oficial D.R.E. (Ministry P. E.)
Montevideo	CX40	1330	0.5	Julio J. Rabassa
Montevideo	CX42	1370	1.0	Hector Vernazza
Montevideo	CX44	1410	0.25	Julio J. Rabassa
Montevideo	CX46	1450	1.5	Guzman Bertachi
Montevideo	CXA3	6075	2.5	Leon y Landeira
Montevideo	CXA4	6125	5.0	Radio Electrica
Montevideo	CXA6	9620	20.0	
Montevideo	CXA10	11900	20.0	(Ministry of P. E.—Uruguayan Govt.)
Montevideo	CXA18	15300	20.0	
Montevideo	CXA19	11835	0.50	Difusoras El Espectador Ltda.
Montevideo	CXA21	6170	1.0	Julio J. Rabassa
Montevideo	CXA30	6035	1.0	Silva y Larrea
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Rivera	CW43B	1480	0.50	Walfrido Figuiera Moran
Rivera	CW49	1340	0.06	Jorge Dowton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Domingo Giordano
Salto	CW27	660	0.25	Luis Batlle Berres
Salto	CW31	1120	0.25	Salvador E. Pera
San Jose	CW41	1360	0.05	Pedro Brucoleri
San Jose	CW47A	1510	0.1	Fasola Rios y Tibori
Soriano-Mercedes	CX52	1570	0.5	Anibal Frabaside, Juan Orlando Kelly, Jose Pedro Iragaray, y Florencio Donato Montero
Soriano-Mercedes	CW46B	1460	0.05	Roberto Tarucell
Tacuarembo	CW46A	1400	2.0	Luis S. Dini
Treina y Tres	CW45	1390	0.25	Marroche y Lacurcia

VENEZUELA

Acarigua	YV3RF	3490	sw.	.104	Pausides Sigala
Barcelona	YV6RC	3450	sw.	1.5	L. J. Arreaza
	YV6RE	1080		.25	
Barquisimeto	YV3RE	1475		.775	Amilcar Segura
	YV3RN	4990	sw.	.300	
Barquisimeto	YV3RS	3490		.65	Rafael A. Segura
Caracas	YV5RN	4920	sw.	5.0	Ricardo Espina, Dir.
	YV5RA	960		10.0	Almacen Americano
Caracas	YV5RB	790		4.72	Dogowitzle Sidlitz
	YV5RM	6150		2.3	H. Deewitz, Dir.
Caracas	YV5RH	720		1.0	Pbro. J. M. Pallin
	YV5RX	3430	sw.	.75	(Catholic Church)
Caracas	YV5RG	1010		1.	Compania Anonina
	YV5RU	4860	sw.	1.5	C. E. Riskel, Dir.
Caracas	YV5RI	590		1.138	Oscar Vincentelli, Director
	YV5RY	3380	sw.	1.96	
Caracas	YV5RL	4810	sw.	.5	Ponce & Benzo Scs.
	YV5RK	1250		.5	
Caracas	YV5RQ	882		1.182	Cia. Anonima
	YV5RS	3360	sw.	2.1	H. Deewitz, Dir.
Caracas	YVKA	630		.88	National Govt.
	YVKO	4950	sw.	5.	National Govt.
	YVKB	6172	sw.	2.2	National Govt.
	YVKC	9640	sw.	2.2	National Govt.
	YVOR	11725	sw.	2.2	National Govt.
	YVPX	15315	sw.	2.2	National Govt.
Ciudad Bolivar	YV6RA	1400		0.75	E. Torres Valencia Sucs.
	YV6RU	4790	sw.	.96	E. Torres Valencia Sucs.
Coro	YV1RT	3300	sw.	.175	J. Romero
Coro	YV1RY	4770	sw.	.30	Roger Leyba
	YV1RW	1370		.193	Roger Leyba
Cumana	YV7RA	1200			L. J. Arreaza
	YV7RB	3470	sw.		L. J. Arreaza
La Guaira	YV5RZ	1050		.75	Carlos L. Perez
	YV5RV	4760	sw.	1.05	Carlos L. Perez
Maracaibo	YV1RA	1300		.09	Luis Garcia N.
	YV1RV	4750	sw.	.30	
Maracaibo	YV1RC	1400		.52	Pedro Bermudez
	YV1RT	3370	sw.	.455	
Maracaibo	YV1RD	1150		.2	L. G. Govea
	YV1RU	3440	sw.	1.0	L. G. Govea
Maracaibo	YV1RF	1120		.55	N. Vale Quintero
	YV1RX	4800	sw.	2.0	
Maracaibo	YV1RL	4810	sw.	.300	J. A. Higuera
	YV1RK	1250		.437	J. A. Higuera
Maracay	YV4RK	3390	sw.	.465	Atilio Ormezzano
	YV4RL	1430		.193	
Maracay	YV4RX	3310	sw.	.1	Luis Croquer
	YV4RD	1150		.1	
Merida	YV2RC	3420	sw.	.60	A. M. Quintero
Pt. Cabello	YV4RR	1490		.520	Rafael A. Segura
	YV4RQ	3480	sw.	.885	
San Cristobal	YV2RN	4820	sw.	2.0	J. Diaz Gonzalez
Trujillo	YV2RB	980		.325	
	YV1RO	3310	sw.	2.0	Pedro J. Torres
Valera	YV1RZ	4840	sw.	.30	Jorge L. Ferbes, owner; Pedro Flores I., Dir.
Valencia	YV4RO	4780	sw.	.30	H. & G. Degwitz
	YV4RA	1350		.83	
Valencia	YV4RE	1400		1.0	
	YV4RP	3460	sw.	1.0	Miguel Ache

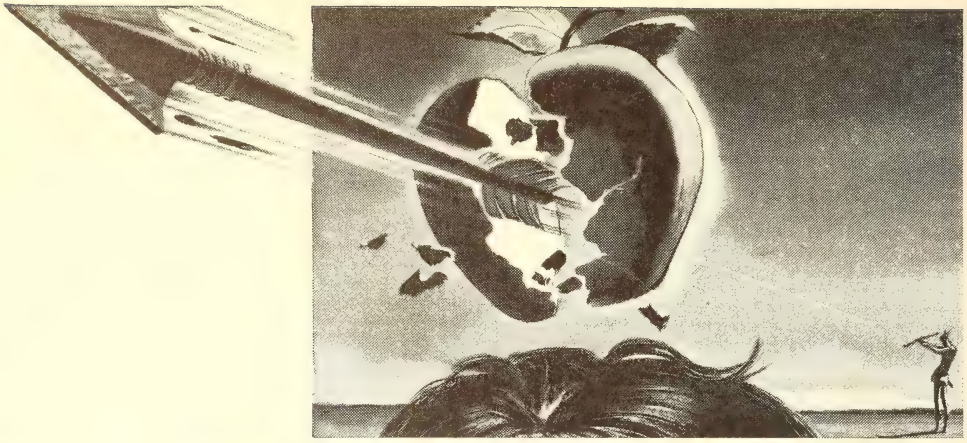
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AP



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RADIO DAILY

PRESENTS

THE 1947 YEAR BOOK OF TELEVISION

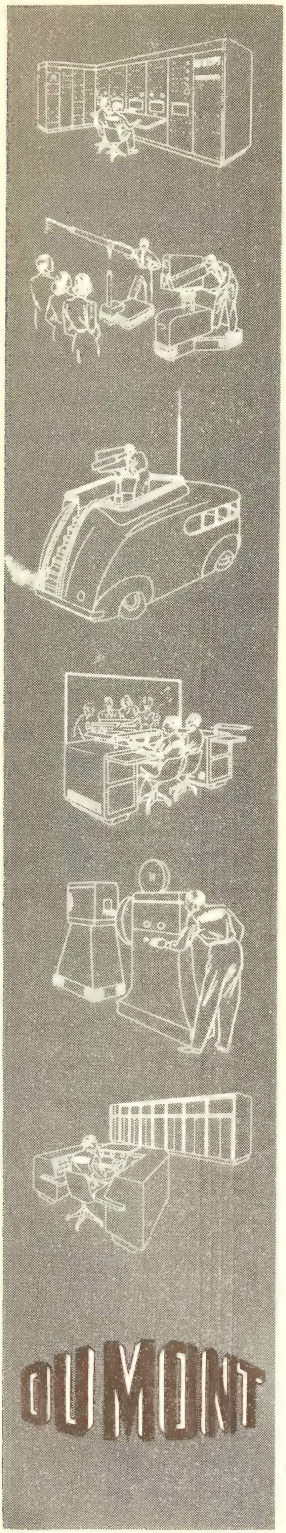
Edited by

JACK ALICOATE

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Get the most out of Television with Du Mont Broadcasting Equipment



Du Mont has built more Television Stations than any other company

From the world's largest, clearest direct-view television receivers to the world's largest and most complete television broadcasting studios, Du Mont is "First with the Finest in Television."

The technical superiority and prestige-winning performance of Du Mont Television broadcasting equipment has been demonstrated in more installations than any other company can boast. And Du Mont's "unit construction" assures expansion as desired without obsolescence or replacement loss. Engineers are agreed that Du Mont broadcasting equipment is "tops" in flexibility and dependability, but not all engineers or prospective station owners know that it is surprisingly low in cost.

We want to tell you more. We want to show you Du Mont broadcasting equipment in use. No obligation. Write or telephone for literature, or appointment, *today*.

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DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PL., NEW YORK 3, N.Y. • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY

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TELEVISION

In the pages that follow Radio Daily presents the second edition of the Year Book of Television. . . . A look into the past. . . . A survey of the present. . . . A preview of things to come.



Television, has definitely arrived. . . . Its present drawback is distribution. . . . Once the bottleneck of set production is broken nothing can stop its march of progress.

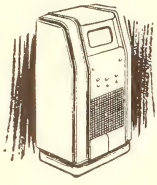


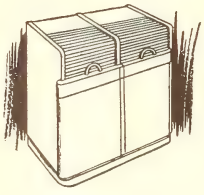
To the many from all branches of this great new medium, soon to take its place alongside the stage, screen and radio, who have contributed to the pages that follow we are deeply grateful.

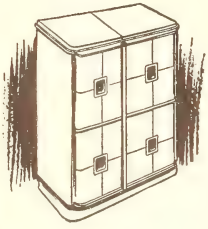
JACK ALICOATE
Editor

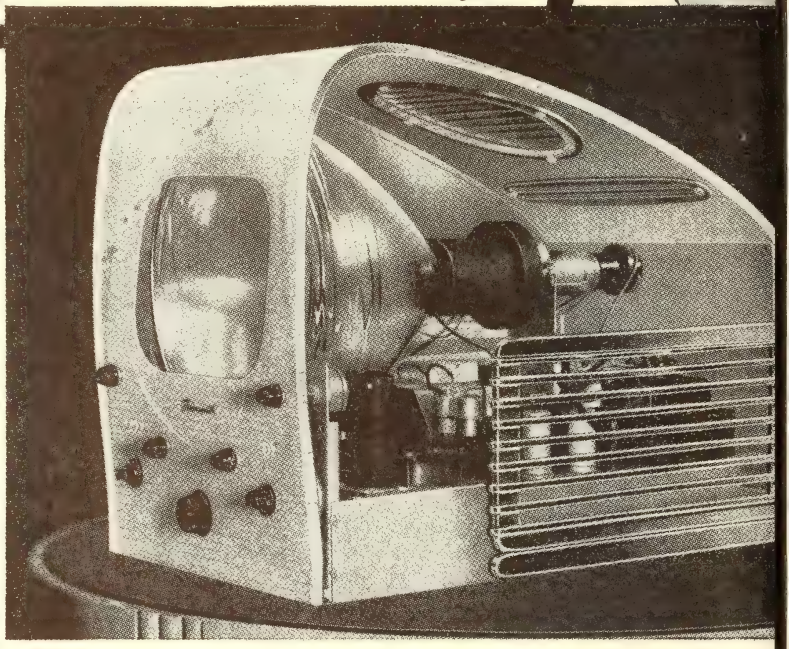
Seeing is Believing..











Inside and out, Farnsworth quality is evident. When you see today's television on a Farnsworth — you see it at its best.

Television is no longer in rehearsal. It is here, now! And when you see the clear, bright, highly defined pictures of modern day television as received on one of Farnsworth's table or console models, you know that today's television *is outstanding.*

For two decades Farnsworth has pioneered in advancing television from a promise to a fact. The technical accomplishments of Farnsworth engineers—from the original development of the electronic television system to practical television as we know it today—have made history.

Superb modern designs characterize Farnsworth's current line of television receivers that, in addition to television sight and sound reception, include standard radio and/or frequency modulation. Some models also combine the deluxe Farnsworth record changer for complete television, radio and phonograph service in one instrument.

These instruments offer the same superior performance that has become synonymous with the Farnsworth name in every branch of its electronics activity. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

Farnsworth

TELEVISION
RADIO
PHONOGRAPH-RADIO

TELE IS HERE—OUTLOOK BRIGHT

By FRANK BURKE, *Editor RADIO DAILY—TELEVISION DAILY*

TELEVISION arrived the past year with well defined black and white pictures, increased production of receivers and equipment and experimental progress in the development of color.

Many significant things occurred reflecting the progress of video. One was the successful establishment of a coaxial cable network linking Washington, Philadelphia, Baltimore, with New York stations. Another was the pronounced improvement in programming, especially special events coverage, and the growing number of major advertising agencies who have come to recognize the potentialities of the new art.

The lag in receiver production due to lack of component parts, labor strikes, and the black and white-color controversy probably did most to retard full stride development of television. However despite the delays the nation's television audience increased from around 10,000 to more than 20,000 receivers and the forecast is that 100,000 receivers will come off the lines of the major manufacturers during 1947.

Receivers on Market

Tele receivers placed on the market the past year ranged from small portables priced at around $250 to massive all-purpose console models which were priced at $2,500. The table models in some instances were not entirely satisfactory until RCA came along with a precision built instrument that is giving satisfaction. Du Mont led the field of custom sets with elaborate direct image console models which included AM, FM, shortwave and a record changer. While Du Mont's line was produced in only limited quantities they found ready sale.

Other Manufacturers Ready

As we enter 1947 other manufacturers will make a bid for the television receiver business. These include Philco, Farnsworth, General Electric, Crosley and Stromberg-Carlson. Experimental models were produced and tested during 1946 and production lines were made ready with the beginning of the new year.

While manufacturers are cognizant of the necessity of building an audience through the production of new receivers they are also mindful of the immediate needs of television transmitters in furthering the development of the new art. During the coming year approximately 50 transmitters are scheduled for delivery. These include station equipment for such cities as Baltimore, Washington, Cleveland, Pittsburgh, St. Louis, San Francisco, Minneapolis, Detroit, Chicago and Buffalo. Stations in Detroit, Chicago, Washington and St. Louis expect to be on the air before summer.

Programming Progress

Stations in New York, Chicago, Philadelphia, Schenectady, and Los Angeles led the way in program development the past year. New ideas and techniques for presenting live talent shows and films and the strides made in the coverage of sporting events highlighted the progress made. Noteworthy among these accomplishments was the network coverage of the Louis-Conn fight, pickup of major league baseball games in New York, and the Washington remotes on President Truman's appearance before a joint session of the House and Senate. The direct pickups from United Nations headquarters and the special tele films of the Bikini atom bomb tests were also among the special events classics.

While the controversy over the merits of black and white television as compared to sequential color scanning continued through 1946, public acceptance of the monochrome pictures was apparent. Black and white pictures of fine definition were provided through improved transmission and the use of the new Image Orthican cameras. Then, too, the tuning refinements, brighter pictures and improved antennas contributed to the eye appeal of the pictures.

B. and W. vs. Color

The color tele fight brought demonstrations of CBS' improved system of mechanical scanning and RCA's experimental electronic color. It was contention of Dr. Peter Goldmark, CBS color expert, and his associates that color was ready for immediate commercial development. RCA, Du Mont and officials of Television Broadcasters Association, on the other hand, stressed the acceptability of black and white and indicated that perfected electronic color was some years off. The merits of black and white vs. color was still a hot potato in the hands of the FCC when this article was written.

PHILCO

TELEVISION STATION

WPTZ

First in Television in Philadelphia

TO THE TELEVISION ADVERTISER, every facility for commercial television programs is offered by Philco Television station WPTZ . . . a fully equipped studio and trained staff of television technicians, set designers and producers for live programs; a complete motion picture projection studio; new image orthicon equipment for remote pick-up of events outside the studio; radio relay station at Mt. Rose, N. J., for relaying programs originating in New York to the Philadelphia audience.

PHILCO TELEVISION BROADCASTING CORPORATION
ARCHITECTS BLDG., PHILADELPHIA 7, PA.

Tele Tempo Today—Facts and Figures

•

NINE television stations are operating, 46 grants have been made and 19 applications are pending, according to FCC figures of January 1, 1947.

•

Prices of television receivers in 1946 ranged from $250 for small table models to $2,500 for console model all-purpose receivers. Installation charges varied upward from $30 to $50.

•

TBA officials estimate that 24,000 television receivers are now in use throughout the country as compared to 10,000 a year ago. Approximately 10,000 of the sets in use are in the Greater New York area.

•

The coaxial cable linking Washington, Philadelphia, New York and Schenectady was inaugurated on Feb. 12.

•

DuMont's television studio in the John Wanamaker department store in New York opened officially on April 15.

•

Television set manufacturers indicated that in 1946, 44,706 sets would be equipped for television on 13 channels; 54,606 would be equipped for 13 tele channels plus AM and FM bands; 10,000 sets would be equipped for 6 tele channels and AM reception; 500 sets for 13 channels and AM; 4,000 sets for six tele channels, and 500 sets for 13 tele channels plus FM.

•

Charles R. Denny, FCC Chairman predicted that by the end of 1947 100 television stations would be on the air.

•

Coverage of the Peace Conference in Paris was given via the medium of television. Films were taken and airmailed back to the states for airing by television stations.

•

An average of five viewers in New York and a little over that in Philadelphia is the figure given for those watching various commercial television programs according to a survey by ABC.

•

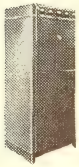
Broadcast of the Louis-Conn fight via television enjoyed the largest television audience in the history of this new industry.

•

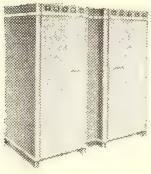
Opening of the UN Security Council was televised, showing President Truman in his welcome address

In every field of radio

LOOK TO THE GENERAL ELECTRIC COMPANY

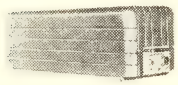


AM Among the first to design, build and operate transmitters in the AM field, General Electric has always maintained its interest in advancing the art and technical development of this phase of broadcasting. The 250 watt AM transmitter shown here is the first of General Electric's completely new line that includes all types, from the lowest to the highest power ratings.

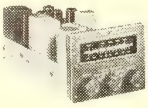


FM As a pioneer in the development of FM broadcasting, General Electric has acquired the background and experience which has proved so invaluable to the newer stations entering this field. As a leader in the development of FM, General Electric has a complete line of FM transmitters for broadcasting stations of every size.

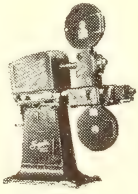
COMMUNICATIONS



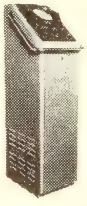
In the broad field of communications, General Electric has placed emphasis on the importance of quality, reliability and simplicity of design in this type of equipment. Since many of the applications for radio communications equipment are in the nature of public services, extreme care has been exercised to design each unit for maximum utility. Complete systems for the bands available to these services are provided, both station and mobile.



AVIATION To the pilot, the radio equipment is the most valuable instrument in his plane, since his life may depend upon it. In designing the complete General Electric line of Aviation Electronic Equipment, reliability far beyond accepted standards was demanded. The high quality that is being built into these entire lines is assurance of dependability under the most critical conditions.



TELEVISION For years General Electric has pioneered in television. Station WRGB has provided outstanding facilities for both technical and program experimentation. This union of engineering with studio production supplies General Electric with experience of incomparable value to those entering the television field.



MARINE RADIO

During the war General Electric was one of the largest producers of radar for the Armed Forces. Many of these developments have been refined and simplified for use in peace. The Electronic Navigator, a radar development, is one of these peacetime applications which is now being used in navigation to protect shipping. Other equipment now being developed will aid in saving untold millions of tonnage and numbers of lives in the future.

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GENERAL ELECTRIC

ALL-ELECTRONIC COLOR TELE

By E. W. ENGSTROM, V. P. *In Charge Of Research, RCA Lab. Div.*



E. W. ENGSTROM

COLOR television pictures, produced by all-electronic means, were demonstrated publicly for the first time on October 30, 1946, at the RCA Laboratories, Princeton, N. J. Groups of newspaper and magazine writers, and representatives of the radio industry, who attended the demonstration, saw that flickerless, all-electronic color television is practical without rotating discs or other moving parts.

The new system is a complete departure from mechanical color television, shown in various forms since 1925. With the demonstration, it was emphasized that approximately four years would be required to bring any color system to the present status of black-and-white television.

Many interesting features are embodied in both the transmitting and receiving apparatus. Fundamentally, the RCA system transmits images in the three basic colors—red, blue and green—simultaneously. In other words, all colors comprising a scene are transmitted together and produced together. Existing mechanical color television systems transmit the three colors in sequence, one color at a time, relying on the persistence of the eye to combine them properly.

●

To accomplish the simultaneous transmission of three colors, RCA scientists and engineers developed a special camera for the pick-up and a multiple cathode-ray projection system for the receiver. The equipment, as demonstrated, effectively transmitted color "stills" and motion picture films. There are under construction color television cameras for studio and outdoor pickup of live subjects.

Transmission of the picture on slide or film is achieved in natural colors when a light beam from a kinescope scanning raster is focused onto the transparency and the light passing through is separated into component colors by a system of color selective mirrors and converted into electric signals in multiplier-type photo-electric cells.

Each of the three transmitted images—red, blue and green—is arranged to have the same number of lines, that is 525; also each one has the same horizontal scanning rate and the same picture repetition rate of 30 pictures a second as in present commercial television broadcasting.

●

The receiving set is equipped with three 3-inch kinescopes, which separately receive the signals representing red, blue and green and produce television images in these colors. This trio of kinescopes is called Trinoscope. From it, the three color images are optically projected to form a brilliant composite picture on a 15 x 20-inch screen in natural color, free from any flicker, color gringes or break-up of color.

Since the standards for the green image —including the synchronizing pulses—are identical to those of the present black-and-white standards, any broadcasts from color stations using the electronic simultaneous system can be received clearly in monochrome on black-and-white receivers by the addition of an inexpensive, easily installed radio-frequency converter. No modifications whatever are required inside the set.

●

Likewise, it will be possible for electronic color television sets when introduced to receive the broadcasts of black-and-white stations.

A station owner can begin with a black-and-white broadcast service. He may operate a black-and-white transmitter on the presently commercialized channels and also an electronic color transmitter on ultra-high frequencies, using the signal of the color camera to operate both transmitters.

●

Engineers, scientists and commercial personnel have been greatly concerned by the prospect that when color television was developed it would quickly make the existing black-and-white system obsolete. The simultaneous color system happily solves this problem of obsolescence and at the same time is a superior color television system.



CHARLES STARK

INCORPORATED

RADIO-TELEVISION PRODUCTIONS

(Formerly CARR & STARK)

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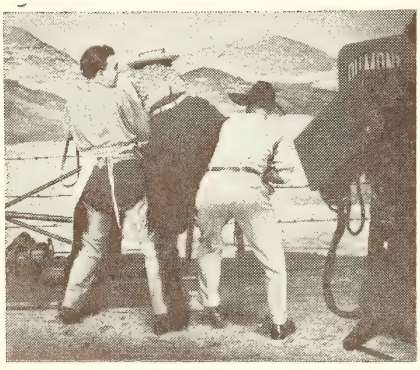
"CASH AND CARRY" *(with DENNIS JAMES)* IS A VIDEO SMASH!

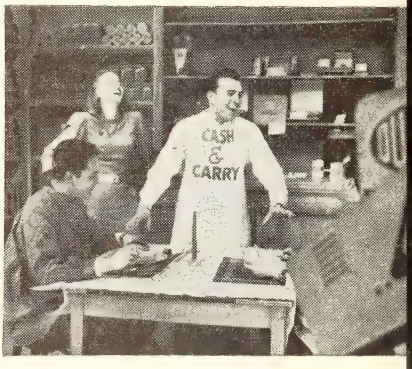
"TELE" US YOUR NEEDS . . . WE'LL SOLVE THEM!

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NEW YORK 17, N. Y.

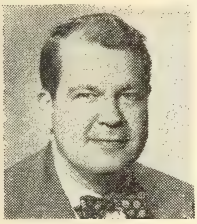
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COMMERCIAL TELE PROGRAMMING

By DON McCLURE, *N. W. Ayer & Son, Inc.*



Don McClure

IT WOULD seem reasonable to assume that when the term "Commercial Television Programming" is used, the reference is to the type of show the viewing audience will demand as a regular bill - of - fare, or else. If television is to take its rightful place as a great advertising medium along with its predecessors, newspapers, magazines, billboards, direct mail, carcards, and radio, it will have to have a commercial sponsor to be an economic success.

This is in no way a reflection upon the many excellent sustaining radio and television programs. Unfortunately, star talent costs money. Continued use of top talent, the makings of a good show, can only be had for free when a sponsor pays the bills. And, a *good* show is the only thing that is going to keep Mr. and Mrs. John Q home to tune in and view with enough regularity to make television a real "Huckster's" paradise.

•

To date the *good* shows have been few and far apart. An Army-Notre Dame, nothing-to-nothing tie comes once in a schedule. Play-offs in baseball for "dem Bums" has never before occurred in baseball. Unfortunately champion Joe Louis can only K.O. Mr. Conn once in a contest. Most of the other *good* shows have happened by accident and usually because it was accidental, few have taken the tme, trouble, or used enough ingenuity to discover the various elements that went into making it a hit show.

This hit-and-miss procedure has too long been tolerated by a small, long-suffering group of pioneering "squinters" on over-tired, pre-war, pre-radar television sets. Fortunately, their day of freedom is at hand. The number of super-duper post-war sets are doubling daily. The new sets include all the latest electronic improvements. Cabinets are streamlined; the number of knobs and dials have been reduced; even the price is less than that of their predecessors. All that is left is to give this growing group of hopefuls a *good* show.

The latest surveys indicate it is safe to say a good football contest is a natural for television. Your seat is in the middle of each play. On a pass, your views sails into the receiver's arms. On an end around, you, the invisible blocker, clear the way for the future all-American ball carrier. Point after touchdown lifts you over the crossbars as gracefully as the dansant of the Ballet Russe.

World championship bouts come too few and too far apart. But when they do occur, there' not a hundred dollar reservation in the arena that can give you half the view or comfort of your television ringside seat.

•

Other sporting events will undoubtedly take their rightful, pictorial place after reasonable experimental coverage.

Needless to say, all sporting events offer ideal commercial opportunities. The outcome of the contest is usually in doubt until the final gun. Athletic games are spontaneous, thereby requiring continuous viewing. Commercial messages, properly inserted and of an acceptable length, will reach and impress the largest possible audience.

Other types of good shows are bound to be developed. Audience participation seems to be on the bill of fare. Because of the spontaneity and final outcome, the viewers' interest is at a peak throughout the show. What more can an advertiser ask?

•

The audience will be there if the entertainment is good, so all that remains is ways to trick the viewer into looking and listening to your advertising message. Integrated commercials will come into their own. The minute movie technique will be widely used. Minute movies, a firmly established and successful advertising medium, has many things in common with television commercials. Good one-minute shorts appearing on the screens of thousands of theaters in the nation have proven themselves capable of increasing sales by almost unbelievable percentages. There is every reason to expect that the same general technique, modified for television use, can develop perhaps an even greater record of success.

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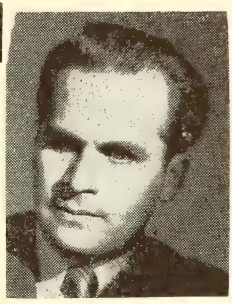
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PROGRESS OF CBS COLOR TELE

By PETER C. GOLDMARK, *Dir., CBS Engineering & Development Dept.*



Peter C. Goldmark

ON SEPTEMBER 27, 1946 the Columbia Broadcasting System petitioned the Federal Communications Commission to adopt recommended standards for the commercial broadcasting of color television in the ultra-high frequencies. Although CBS ultra-high frequency color television had already been demonstrated during the latter months of 1945, many of the developments that led to its application for acceptance as a public broadcasting service came about during 1946. Here is an abbreviated chronology of developments since the beginning of the year.

January 31 saw the first of a series of semi-public demonstrations of ultra-high frequency color broadcasting. These demonstrations marked the first use of an ultra-high frequency transmitter of commercial design, one built expressly for CBS by the Federal Telephone and Radio Corporation.

•

The pictures represented a marked improvement over the results we had been able to obtain in the low frequencies before the war. Then, the definition had been limited to a figure well below 400 lines. The color images we had now were scanned in 525 lines, interlaced 2 to 1. And the occasional difficulties we had encountered in the rendition of certain colors, notably the darker shades, were eliminated entirely.

Besides proving the existence and appeal of color television to an increasingly large number of people, the demonstrations established these technical facts:

(1) It was possible to modulate a 10-megacycle video band.

(2) It was possible to broadcast a signal of commercial strength in the ultra-high frequencies.

(3) "Ghosts" could be eliminated in ultra-high frequency broadcasting.

Later in the spring it was shown that the present coaxial cable could successfully transmit an ultra-high frequency color television program.

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This important demonstration was conducted in cooperation with engineers of the Bell Telephone laboratories. A program was picked up by ultra-high frequency color equipment here in New York City, sent by coaxial cable to Washington and back, and broadcast from the Chrysler Tower. The overall distance was over 450 miles, a record for any kind of television transmission by coaxial cable. The cable itself had been in no way modified for the test. In the pictures that finally reached the receiver screen the loss of apparent definition was negligible, establishing the fact that the coaxial cable offered no serious obstacle to the progress of ultra-high frequency color television broadcasting.

Among other things it was established that color television images can be seen clearly and without strain under normal ambient illumination—in other words, "you don't have to pull the shade down to look at color television."

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Another phase of the progress of ultra-high frequency color television was represented by the following field intensity surveys:

(1) On 700 megacycles, in cooperation with the Commission, a survey of seven months' duration (covering seasonal variations in tropospheric transmission) to determine medium and long distance propagation characteristics in the ultra-high frequency television band.

(2) An extensive field survey of six months' duration to determine the coverage of television station W2XCS in New York operating on a carrier frequency of 490 megacycles. This survey included observation of reception at 188 locations scattered throughout the New York metropolitan area as well as extensive field intensity measurements. Numerous subsidiary problems involved in the propagation and reception of ultra-high frequency television signals were also investigated.

Television Awards For 1946

American Television Society

AWARDS FOR 1946

To ABC and Du Mont station WABD for their contribution to commercial television. Paul Mowrey of ABC specially cited.

WCBW (CBS) and WNBT (NBC) received joint awards for technical excellence; James McNaughton, WCBW art director, given special citation for scenic design and staging. WNBT cited for camera work.

RCA Laboratories and RCA Victor for the image orthicon camera.

Ruthrauff & Ryan and Lever Brothers for consistent effort in developing effective tele commercials.

WNBT for its sports programming and Philco's WPTZ for airing the games sponsored by Atlantic Refining Co.

WKBW, Chicago, and WCBW for educational programs.

To WRGB, G.E. station, Schenectady, top honors, for children's programming.

To WCBW for the year's outstanding news programs. WNBT for its outstanding productions including "Abe Lincoln in Illinois" and "Angel Street."

To AT&T, Du Mont, CBS, and NBC for participation in Lincoln's Birthday telecast, recognized as the year's outstanding special event; telecast in New York and Washington.

To Edward Sobol, producer of "Abe Lincoln in Illinois," and Ernest Colling, producer of "Angel Street," jointly awarded plaques for outstanding direction over WNBT.

RCA and CBS honored for experimentally demonstrating color television.

To Ralph Rockafellow, special award for outstanding service to the American Television Society.

Television Broadcasters Association

AWARDS FOR 1946

Dr. Albert Rose; Dr. Harold Bell Law; and Dr. Paul Kessler Weirmer, all of RCA Laboratories, for development of the Image Orthicon Camera.

John Royal, vice president, NBC, for telecast of the Louis-Conn fight.

Donovan B. Stetler, Standard Brands, for Best Entertainment Program —"Hour Glass."

Paul Belanger, WCBS-TV, for Outstanding Artistic Program.

Klaus Landsberg, W6XYZ, Los Angeles, for Best Public Service Program.

Dr. Oliver E. Buckley, president of Bell Telephone Laboratories, Inc.; and Keith S. McHugh, vice president of American Telephone and Telegraph, for "outstanding contributions to the field of television."

TELE EYED FROM THE CAPITAL

By MANNING CLAGETT, *Staff Correspondent, RADIO DAILY*

TELEVISION was Big Business even before it burst out of New York and a few scattered cities and began to spread across the nation.



Manning Clagett

Millions of dollars were sunk in television before there were enough sets on hand to support one station with audience-money. And these millions, as the saying goes, are only the beginning.

Just when people began to wonder just how old this television baby had to be before it was born, the multi-million dollar youngster let the world know that he was here—and here to stay. If television won't grow to maturity this year, it may at least reach adolescence, because it already has growing pains.

•

The FCC, at first convinced that it could stop the rush of big money towards television and give the "little fellow" a better break, soon realized that a prospective tele broadcaster needed more than a heart of gold to build a video station, let alone keep it on the air. The Commission began asking financial questions and the applicants who couldn't produce a little green began to fall by the wayside. But a little think like money couldn't stop this television baby and at the end of last year six stations had been granted licenses, more than 50 other applicants had been granted construction permits and nearly a score of others were either pending or in hearings. Soon, a few other growing pains developed. The FCC found itself confronted with the multiple ownership question. After granting five permits to applicants which, the Commission said, were "controlled" by Paramount Pictures, the FCC clamped the lid on further grants. The Commission finally admitted, however, that the question was a difficult one and agreed to explore the whole question. A strict interpretation of the rule could keep the lid on some of television's pioneers.

After finally settling on black and white tele standards in the lower bands more than a year ago, the Commission last year had tossed in its laps another tele problem—whether to throw the old standards in the ashcan and start from the color scratch demanded by Columbia Broadcasting System. The industry formed sides, with RCA color lined up against CBS color and most other black and white enthusiasts insisting that b&w tele should be left alone for the time being. The Commission apparently agreed that the future of tele was in the high frequencies but hesitated to agree to CBS's plea "why not now."

The FCC never worried quite as much over the television receiver problem as it did over FM receivers. Tele receiver production was meager in the days after the war's end, but in the latter half of 1946 picked up and this year should take care of the number of tele stations actually on the air. Sets generally were expensive, but this was another growing pain that was expected to ease off, as its older brother radio found out.

•

Towards the end of last year, too, the FCC began to realize that television would bring it many other problems. Instead of worrying about what was heard over the air, the Commission realized it would soon be concerned over what was seen over the air. New problems would thus be dumped in the Commission's lap. In many cities and municipalities, authorities have set up local censorship boards to pass on movies. Movies that are approved for nation-wide distribution often run into local trouble. What about televising a play or movie that some city might not like? What to do about a Huey Long who comes into a million homes by television? There are plenty of people who will say that it's none of the Commission's business. The Commission may agree, but at the same time it realizes that its troubles with this big baby are only beginning.

Television Organizations
. . . personnel—functions

Television Broadcasters Assn. Inc.

500 FIFTH AVE., NEW YORK 19, N. Y.
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Vice-President.G. Emerson Markham
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FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

American Television Society

415 LEXINGTON AVE., NEW YORK 17, N. Y.
VAnderbilt 6-2144

OFFICERS

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FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

OPTIMISM KEYNOTES CHICAGO

By NAT GREEN, *Staff Correspondent, RADIO DAILY*

TELEVISION activity in Chicago will be greatly accelerated during 1947, it is indicated in plans that are being worked out by local station and network officials and members of the Electrical Association's organization to promote Chicago television. Chicago began 1947 with at least two "ifs" clouding the television situation. If the black-and-white vs. color were settled, and if equipment could be obtained, it appeared that several stations would be in operation before the end of the year, joining Captain Bill Eddy's WBKB which for the first few months was assured of holding its place as Chicago's only operating station.

WBKB, the Balaban & Katz station, has taken its place as one of the country's leading video stations and during 1946 it surpassed all others in the country in number of hours on the air. Its total time on the air has been increased to 28 hours a week, and during the year it provided some outstanding programs, particularly in sports. In an effort to find out what kinds of programs are best suited to video and what finds widest acceptance among patrons, the station has telecast hockey games, style shows, ice shows, music, variety shows and many special events. Out of the difficulties encountered they are learning what to do and what not to do, and are constantly accelerating their activities.

•

Captain Bill Eddy is enthusiastic over the future of television in the Chicago area. "We are constantly extending our activities," he told RADIO DAILY, "and believe that television audiences are due for a tremendous growth this year. At present there are about a thousand sets in use in this area. By the end of the year there will be nearer 50,000. We refuse to concede first place in television to New York and are out to challenge them."

As this is written it appears as if WGNA, the tele-sister of WGN, will become the second Chicago television station, coming on the air in June or July if transmitters and other equipment are received. WGNA's activities up to February 1 were confined to non-air demonstrations of two cameras and half a dozen receivers. Construction of WGNA is under supervision of Carl J. Meyers, director of WGN engineering. The WGNA transmitter is to be located on the 29th floor of Tribune Tower, with the antenna atop the building. The construction permit from the FCC assigns WGNA to channel 9-186-192 megacycles. Effective radiated video power will be 18.4 kilowatts and audio power 11 kilowatts.

•

Frank P. Schreiber, WGN general manager, told RADIO DAILY: "WGN has been a pioneer in AM broadcasting for 25 years; one of the pioneers in FM broadcasting, which we began in October, 1941 (WGNB), and a pioneer in facsimile broadcasting, which was resumed in July after experimental work in 1939. Now we enter the television field, and as in all previous radio operations, we will be a leader in television."

ABC, which has had a working agreement with WBKB for some time, plans eventually to have its own station here, according to Jim Stirton, television sales head; and Manager Chick Showerman of NBC says that network will have a tele station just as soon as possible. The main thing holding up these stations is a scarcity of materials.

With the expected increase in the installation of television receivers in the Chicago area, dealers have set up a plan for training their representatives in the technique of set installation. Once a week for ten weeks there will be classes supervised by Capt. Bill Eddy of WBKB to teach television fundamentals. Later the manufacturing companies will give advanced instruction.

•

The outlook for commercial video programs is bright. Prospective sponsors who have been watching the results of sponsored programs on WBKB believe that video will be a powerful sales medium. Just how rates will be worked out remains to be seen. It is generally agreed that present rates will have to be periodically revised as the number of sets increases. Local dealers report that sales of receivers are growing rapidly, and that every indication points to huge television audiences in the very near future.

HOLLYWOOD TELE A REALITY

By RALPH WILK, *West Coast Representative, RADIO DAILY*

INDICATIONS are that all seven of the prospective Los Angeles - Hollywood television stations will be on the air early in 1948. Despite some estimates that all seven could be operating commercially by the holiday period of this year, local engineers will be satisfied if their respective stations are doing business early next year.

KTLA, which was formerly W6XYZ and which is owned and operated by Television Productions, Inc., a subsidiary of Paramount Pictures, took to the air commercially on Jan. 22, 1947.

Tupman Motors of Los Angeles bought the privilege of being the first to sponsor a video show in the Southland in the interest of its distribution of Mercurys and Lincolns. Klaus Landsberg, who is in charge of West Coast operations of Television Productions, produced the hour show, and was given assistance by Leon Benson of the J. Walter Thompson agency. Several representatives of Eastern advertising agencies came West to attend the initial show.

•

Landsberg used six cameras to pick up the premiere for relay to his company's Mt. Wilson transmitter 18 miles away from where it was rebroadcast to an area between Santa Barbara and San Diego and as far inland as San Bernardino, Riverside and Redlands.

KTLA's signal carries 150 miles with a clear, undistorted picture at the reception points. Four iconoscope cameras and two candle light or image orthicon cameras were used in connection with the initial commercial program.

•

Harry R. Lubcke, who is still in charge of television for Don Lee, organized the Thomas S. Lee television system in November, 1930. The first televised image on W6XAO, transmitted through equipment Lubcke built and in many instances invented and manufactured himself, was a short motion picture film, the subject a wagon rolling across western plains.

The initial full hour program presented on the station was on Dec. 23, 1931 and the first regular program services was begun March 10, 1933. An important chapter in television history was the purchase of a Hollywood mountain, right in the heart of the city, and the construction there of the first built-for-television studios in the world.

•

KFI has been granted Channel 9, with five kilowatts, visual, and two and a half kilowatts, audio. It has already made some important outlays of money to improve its three-quarter acre transmitter site atop Mt. Wilson.

KLAC has been granted Channel 13, five kilowatt, visual, and three kilowatt, audio. KLAC's sister station, KYA, San Francisco, has also a tele permit.

•

ABC will use Channel 7, 4.5 kilowatt, visual, 2.7 kilowatt, audio. It has a half acre site on Mt. Wilson, and is nogotiating for a site for its proposed Hollywood tele station.

NBC has also been granted a permit, and plans erection of a tele studio at its present site in the heart of Hollywood. It also has a transmitter site on Mt. Wilson, and Hal Bock, veteran publicity director of NBC's Western Division, will be in charge of its video plans here.

•

The Times-Mirror Company, which publishes the Los Angeles "Times," will operate KPTV and has Channel 11, 19.45 kilowatt, visual, 19.15 kilowatt, audio. It has ordered a transmitter from RCA and is hopeful of delivery in October.

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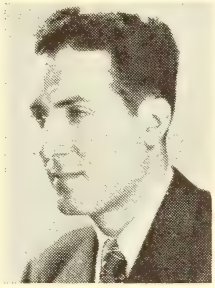
One month after television was authorized on the West Coast, Patrick Michael Cunning Television Productions had four shows in preparation.

Cunning is also associated with Edgar Bergen in Bergen-Cunning Television Prods., which will concentrate on the making of 16 and 35 mm. films for television.

Telefilms, of which Don McNamara, former program director of KFI, is in charge of tele activities, is making a strong bid for national video film business. It filmed the Los Angeles open golf tournament in January for the United States Rubber Company and rushed the films East for televising over WABD, New York; WTTG, Washington, and WPTZ, Philadelphia. Telefilms is also planning to televise a fashion show for the California Apparel Creators, which would be shown in department stores as well as over tele stations, and has other important video plans.

THE TELE RECEIVER MARKET

By JIM OWENS, *Staff Writer, RADIO DAILY*



Jim Owens

FEW industries have appeared on the American scene adorned with as much enthusiasm and prediction as to its economic and cultural capabilities, as did commercial television in the early months of 1946. And few industries were plagued in their early beginning with the economic ironies of a nation still in the process of a sluggish return to peacetime production, as was television. Further,—few large scale industries had a "ready" market potential of millions of dollars per year as had video manufacturers who were equipping plants during the early months of last year, albeit with the scant amount of necessary materials available and the attendant high costs of labor.

Although there were only seven to 10,000 sets in existence at the end of '45, several surveys indicated that anywhere from three to 10 million persons were waiting, money in hand, to buy receivers within the next couple of years, if not immediately. Television was growing city by city, and Charles R. Denny, Chairman of the FCC, predicted 100 stations on the air by the end of 1947.

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However, the spread of the teleset market, according to industry executives, depended greatly on the spread of television networks. Only via networks, the listening audience, i.e., the buying public, would television begin to reap the tremendous profits predicted for it. Quality programs were necessary for video to attract a steady audience; and quality programs were of prohibitive expense without the aid of the advertisers' dollars.

By the end of 1946, only one phase of this two-cornered problem had begun to show signs of solution. By the end of the year, according to an official report of the Radio Manufacturers Association, 6,476 telesets had been produced and marketed. The unofficial figure, however, according to a check of those companies actually producing sets during 1946, shows that over 10,000 receivers were turned out —the bulk of which were made available during the last six months.

The production outlook for this year, while greater beyond comparison in unit total, does not begin to approach settlement of the market problem—although it should be noted here that present distribution techniques render physical limitations somewhat less confining.

•

At the Television Broadcasters Association Convention in New York last Fall, manufacturers made an ambitious prediction of a million sets by the end of 1947. However, due to the continued uncertainty of economic conditions, the best estimates for production this year indicate that something over 500,000 receivers will be turned out. Companies who will combine to produce this figure, (some of which were in production last year) include: RCA, Philco, General Electric, Du Mont, Federal Telephone & Radio Corp., Westinghouse, Garod, Viewtone Television Corp., Sparks-Withington, Bendix, Stewart-Warner, Crosley, Farnsworth and Stromberg-Carlson. About half of this amount or 250,000, are expected to be produced by RCA alone.

While the demand was high last year, and is expected to continue so for an undetermined period, price of sets will be the most important factor in maintaining it, according to manufacturers. The range will probably be from $200 to $500 in the "popular" category, and extend to $2500 in the "deluxe" class.

Significant is the prediction by RMA chief R. C. Cosgrove who feels that "until we turn out a good set for $150, we won't get profitable volume." Costs of materials and labor, however, based on last year's performance, offer little to indicate the achievement of this level during 1947.

The distribution angle is of equal importance to the actual unit output, industry experts feel, since the manner in which it is handled will greatly facilitate the early establishment of video networks. Market-wise manufacturers are apportioning sets to cities presently served, or about to be served, by television stations, rather than concentrating on areas with huge buying potentialities.

VIDEO IN BRITAIN 1946-47

By E. C. THOMSON, *British Broadcasting Corp.*

BRITISH television opened up again last June after the screens had been dead for nearly seven years. Since then the staff have made gallant and successful efforts to make up for lost leeway, and it can be truly said this Christmas that the service lags little, if at all, behind the standards of September 1939, when the BBC high definition television service had completed three years as the first of its kind in the world.

•

First renewal of activity began in November 1945, after the Government's acceptance of the recommendations of Lord Hankey's Television Committee that the service should be resumed where it left off. The station occupies a modernized corner of Alexandra Palace, an old amusement center in North London, 300 ft. above sea level. Among the first arrivals was the new Head of the Service, Maurice Gorham, lately in charge of the Light Program and before that Director of the A.E.F. Program. Around him gathered the new program staff—new only in the sense that they were taking up television afresh: Denis Johnston as Program Director after a long spell as radio war reporter; Cecil Madden as Program Organizer after directing the Overseas Entertainment Unit; George More O'Ferrall as Senior Play Producer after years of army service in the Far East and work with the A.E.F. Program.

•

And while the program staff laid their plans, the technicians, led by the Superintendent Engineer, Douglas Birkinshaw, submitted the entire transmission plant to the most thorough overhaul it had had since the pioneer days of 1936. As a result of this overall spring-clean, the apparatus, by the time the service opened, was producing better pictures, with improved detail, finer gradation and less "streaking," than in 1939.

All this time the two disused studios were being put in working order, stored equipment was being brought out again, and studio staffs were recapturing the old skill. One of the two mobile units was being overhauled piece by piece.

Zero hour was 3 p.m. on June 7th. Up to that date, activity at the television station, though never leisurely, was deliberate and comparatively unhurried, but everyone knew that once the plunge was taken, there could be no pause. Television, perhaps the most absorbing, is also one of the most exacting forms of entertainment; to keep the screens "alive" for at least three hours a day—and this was what the new schedule demanded—requires concentrated teamwork. Actual screentime produced in a day's "shooting" by the average film studio is less than three minutes.

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At the scheduled hour the plunge was taken. Miss Jasmine Bligh, one of the original television announcers walked towards an emitron camera on the terrace in Alexandra Park and to the strains of a Television March specially composed by Eric Coates, smiled into the lens and made the first announcement. At the inaugural ceremony a few moments later in Studio A, the Postmaster-General, the Earl of Listowel, formally declared the service open, stressing that television was intended as a recreation for the many, not a luxury for the few, and expressing the hope that the service would be extended to Birmingham in the not far distant future.

Viewers then saw their first studio program, but in less than twenty hours the service was put to a supreme test. The result was a triumph. Television cameras mounted on a stand in the Mall opposite the Royal saluting base defied cloud and shower to present an open-window view of the complete Victory Parade—the arrival of Their Majesties, the long procession itself and even some of the aircraft in the Fly-past.

•

People who had cherished their television sets for this moment through all the miseries of air-raids and black-out were not disappointed. Some confirmed that pictures were better than in 1939; all awaited with eagerness the promise of those ever-popular features, plays, variety, "Picture-Page," demonstrations, children's features, cartoon films and the panorama of "O.B.'s" from sports grounds, theaters and dance-halls.

The promise has been kept, despite various austerity handicaps in the world of entertainment.

Outside Broadcasts continue to yield the most spectacular successes. From the Mall the mobile unit proceeded a week later to Wimbledon for the final matches for the Wightman Cup. Wimbledon is far outside the circle of co-axial cable which rings the West-End and gives direct connection between the mobile unit and Alexandra Palace.

Since then the television audience has been taken to other theaters for dress circle views of such shows as "Follow the Girls" at His Majesty's and "Sweetheart Mine" at the Victoria Palace. From time to time the old Bedford Music Hall, camden Town, was "taken over" by the B.B.C. for an evening of televised "Variety on View," in the presence of a specially invited audience. In July the mobile unit drew up at the Open Air Theater, Regent's Park for a complete performance of "A Midsummer Night's Dream." Public ceremonies give full scope to television's unique quality of "actuality" or "immediacy," demonstrated in a most spectacular manner by the Lord Mayor's Show and most impressively by the Service of Remembrance at the Cenotaph.

•

Television cameras also roamed the ballroom floor at the Royal Albert Hall and the Palais de Danse, Hammersmith. In the open air they ranged from Barnet—in the north—for amateur football, to Ascot—in the south—for the new King George VI Stakes. Ascot, twenty-nine miles from Alexandra Palace, is the most distant point from which the mobile units have operated.

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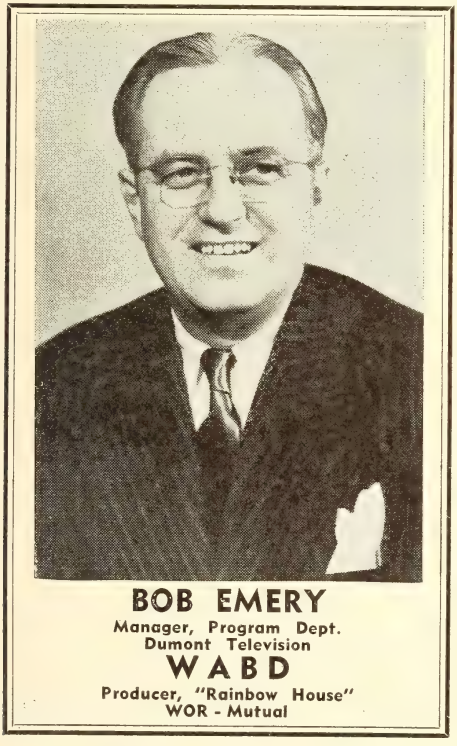
The Zoo was toured and another Regent's Park fixture was the Jubilee Motor Parade. In November the second mobile unit was restored to the service.

Among studio programs, plays have come first in popularity. Casting a wide net, the producers brought in dramas, comedies, thrillers — Shakespeare and Shaw, Oscar Wilde and Edgar Wallace. Besides Shaw's "St. Joan," Ian Hay's "The Middle Watch," Eugene O'Neill's "Anna Christie" and many other established successes, demanding the utmost resource in studio accommodation, scenery and costumes, viewers saw numbers of plays specially written or arranged for television, among them J. B. Priestley's new play "The Rose and Crown," and the well-known stage and film story, "Thunder Rock."

•

New television personalities have emerged. Mr. Philip Harben, suave and deft, early established himself as a master of televised cookery; in the Television Garden, Mr. F. Streeter has enlivened horticulture with an engaging sense of humor. The three announcers—familiar guests in every television household—are Miss Winifred Shotter, of stage, screen and E.N.S.A. fame; Miss Gillian Webb, R.A.D.A. prizewinner, who was appointed in July on the resignation of Miss Bligh; and Mr. McDonald Hobley, former actor and S.E.A.C. radio announcer.

Cartoon and interest films were shown in abundance, but permission has not yet been obtained for televising newsreel. The B.B.C.'s own Film Unit has not, however, been inactive and among its scoops was an exclusive interview with Mr. George Bernard Shaw on his 90th birthday. The *Queen Elizabeth* trials off the west of Scotland were filmed and shown to viewers on the day the liner set off on her maiden peacetime voyage to New York. As part of a regular exchange arrangement with the National Broadcasting Company of America, films taken on board during the voyage were flown back from New York and televised a week later.



BOB EMERY
Manager, Program Dept.
Dumont Television
WABD
Producer, "Rainbow House"
WOR - Mutual

BELL SYSTEM COAXIAL CABLES

By L. G. WOODWARD, *General Manager, Long Lines, A. T. & T. Co.*



L. G. Woodward

FOR many years, in the interests of economy and better service, the Bell System has devoted a large amount of research work to carrier systems of transmission, by means of which a number of communication channels can be provided over a given physical facility by the modulation of suitable carrier frequencies.

An early fruit of this work appeared in the form of a relatively narrow band carrier system for use on open wire lines, which made it possible to superpose three voice channels on the basic channel provided by one pair of open wires. Later a broader band system was developed which provided an additional complement of twelve voice channels on an open wire pair. A similar system supplied a total of twelve channels on two cable pairs. Still later came the very broad band coaxial cable system, by means of which several hundred voice channels are provided over a pair of coaxial tubes about the size of a lead pencil. This system can be arranged to transmit television signals.

●

Ten years ago the first inter-city coaxial cable was installed by the Bell System, between New York and Philadelphia. This cable contained but two coaxial tubes, the repeaters were spaced 10.5 miles apart, and the system was capable of transmitting a frequency band one megacycle in width. These early repeaters have since been replaced with repeaters of a later design, the spacing cut in half and the band width increased to about three megacycles. All coaxial cables now in service transmit this band of frequencies, but an increase in the diameter of tubes from about one-quarter inch to three-eighths of an inch has made it possible to lengthen out the repeater spacing from five to eight miles.

●

In 1940, two more short coaxial cables were installed, one between Stevens Point, Wisconsin, and Minneapolis, and the other between Baltimore and Washington. The war then substantially halted construction and until last year only two additional cables were placed—Atlanta to Macon and Philadelphia to Baltimore—both of which were installed in 1942 but were not activated for broad band service until about a year ago.

By the end of 1945 there was a total of some 1100 miles of coaxial cable in the plant. At present there are nearly 3000 miles. Next year alone, barring material shortages, we expect to install an additional 3000 miles. By 1950 we hope to have some 12,000 route miles of coaxial cable in service. The mileage of single cable will be even greater than this figure, since on some routes there will be more than one cable. Most of this cable will contain eight tubes.

●

The map accompanying this article shows the cables now in place or being installed and those projected for the next few years. The southern trans-continental route to Los Angeles is expected to be completed by the end of 1947, as well as an extension to Miami. We hope also to reach Pittsburgh, Cleveland, Detroit, Chicago, St. Louis and other cities in this general area by the end of 1948 or shortly thereafter. Not shown on the map is the radio relay system now being installed between New York and Boston which at present is planned to be put into service on an experimental basis in the spring of 1947.

●

As has been indicated the development of broad band transmission systems, including the coaxial cable, was undertaken primarily to provide facilities for the regular communication services of the Bell System. The program ahead is controlled chiefly by the need for additional telephone circuits. From the viewpoint of network television service, it is of special interest that these telephone circuit needs are so great as to require the very large program of coaxial cable construction here outlined. By the addition of special equipment, including the necessary transmitting and receiving terminals, and by

making adjustments of greater precision than are required in the operation of coaxial systems for telephone service, coaxials can be adapted to the transmission of television programs. These measures take some time, however, so that television service is not expected to be available until a little later than the dates indicated in the preceding paragraph.

•

Thus far, two one-way television circuits operating in opposite directions between New York and Washington have been made available to television broadcasters on an experimental basis since February, 1946. We plan to add two additional one-way circuits between these points by the end of next year, and next spring it is expected that an extension of television facilities from New York to Boston will be available by means of the radio relay system mentioned previously.

Owing to the heavy demands for telephone service, it is probable that for the next two or three years there will not be enough coaxials available for television service on most of the major routes to permit exclusive use of the facilities to be assigned to individual networks. While this will require sharing of facilities, as has been done in the case of the New York-Washington cable, such part-time use may prove to be sufficient to care for the needs of the broadcasters in the early stages of network service.

Looking to the future, the Bell System has under development a new type of repeater which, as now projected, will make it possible to transmit a band of frequencies about seven megacycles in width over coaxial systems. This entire band could be used for television or a part of the band could be assigned to television and the remainder to telephone, thus enabling the coaxial tubes to be used simultaneously for the two services. In addition to the increase in television channels obtained by this means, our present plans call for additional cables on some of the heavier routes.

•

Further, the results of the New York-Boston radio relay trial may indicate the application of this type of transmission system to other routes. In view of all these factors, we can be confident that sharing of use of facilities for television network service will not long be necessary, assuming that the needs of the individual broadcasters are such as to require exclusive use.

For the *best* in regional news . . .

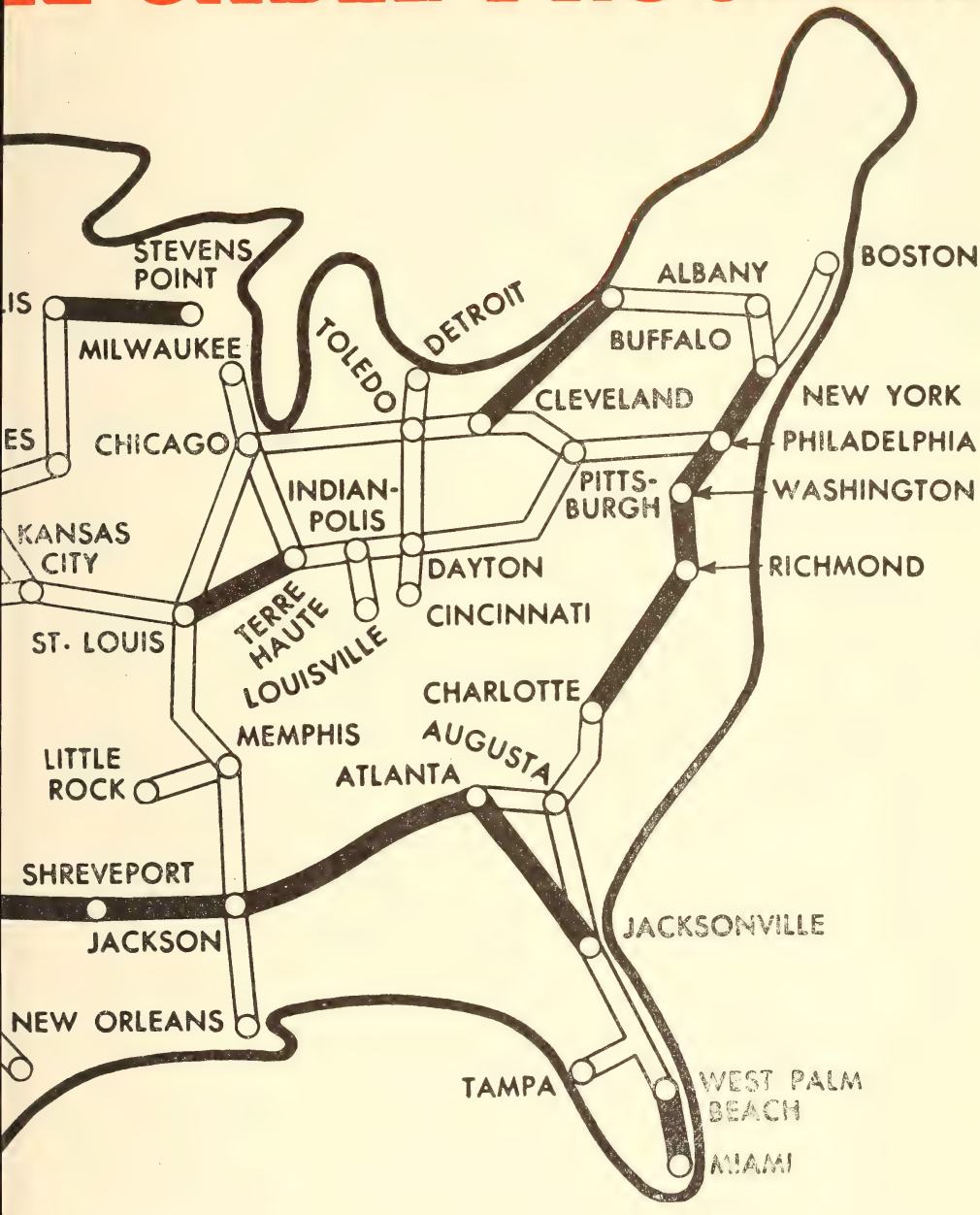
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BELL SYSTEM COAX

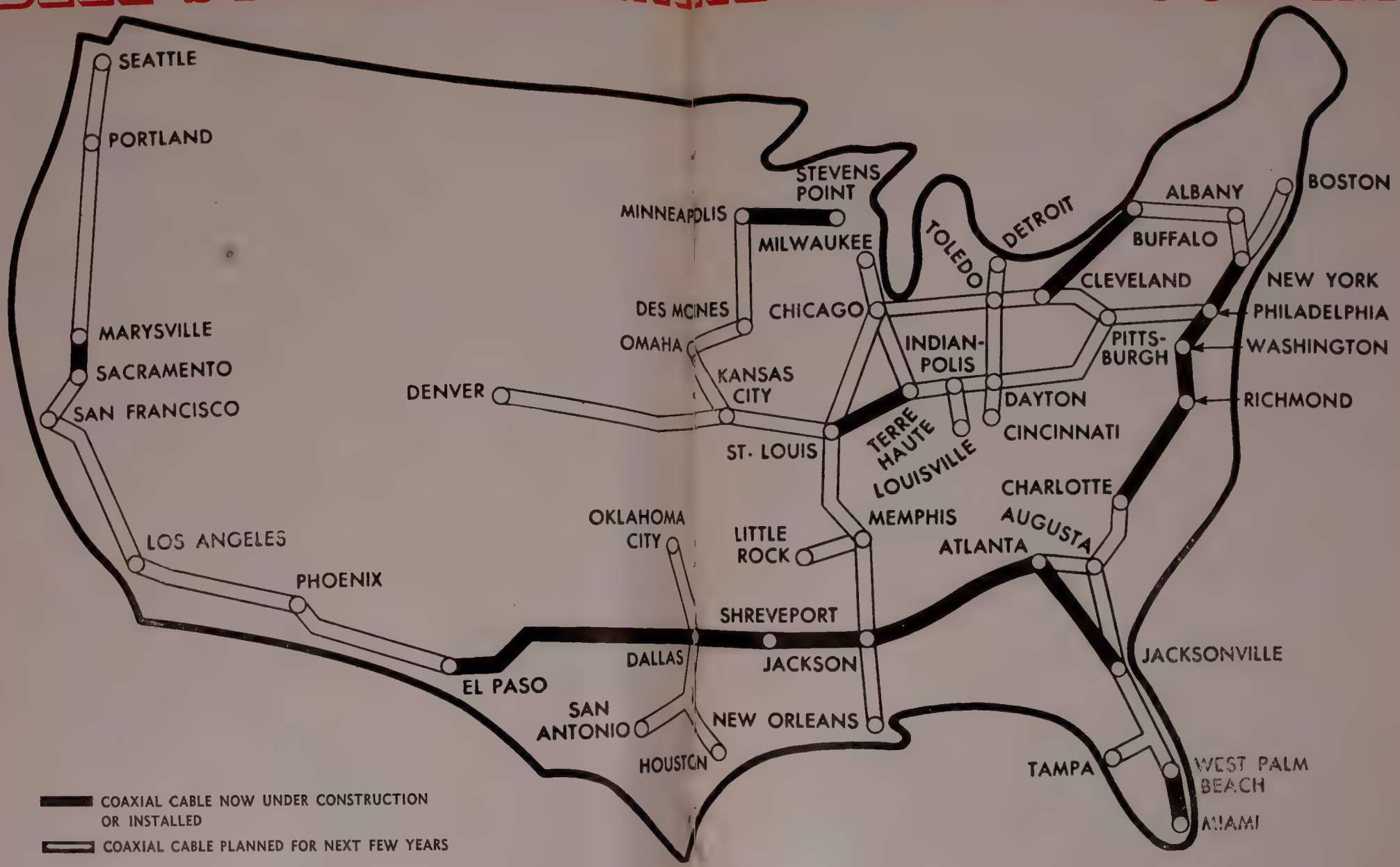


NOTE: These coaxials are being installed and equipped primarily for telephone circuits. With special additional equipment, coaxial cables can carry television programs. Such service is now in experimental operation between Washington and New York

AL CABLE PROGRAM



BELL SYSTEM COAXIAL CABLE PROGRAM



COAXIAL CABLE NOW UNDER CONSTRUCTION OR INSTALLED

COAXIAL CABLE PLANNED FOR NEXT FEW YEARS

NOTE: These coaxials are being installed and equipped primarily for telephone circuits. With special additional equipment, coaxial cables can carry television programs. Such service is now in experimental operation between Washington and New York

TELEVISION TALK

A MODERN GLOSSARY

(Courtesy Caldwell-Clements, Inc.)

A

AMPLITUDE—The magnitude of any quantity, particularly voltage or current.

AMPLITUDE MODULATION—The periodic variation of the voltage or current in a circuit in accordance with some signal being transmitted.

ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).

ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.

AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range.

B

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

BANDWIDTH—The number of cycles per second required to convey the information being transmitted either visual or aural.

BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from to bottom to the top of the picture.

BLOCKING OSCILLATOR—A type of oscillator which generates intermittent signals used for scanning in cathode ray tube.

BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.

BOOSTER ANODE—A conductive coating placed inside a cathode-ray tube near the screen and because of a high positive voltage applied to it, causes a brighter picture.

BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

C

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.

CARRIER—The term applied to the high frequency radio wave which is modulated by the audio and video signals.

CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

CLIPPER—A circuit used to separate sigals of different amplitudes. In television these circuits are used to separate the synchronizing pulses to the video and signal.

COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately confined along the center of the hollow conductor.

CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

CONTRAST CONTROL—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver. is performed.

CONTROL ROOM—Studio facilities from which television cameras, lighting, shading and mixing is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

D

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils uesd to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode. It is used for rectification (detection), that is the conversion of alternating currents into direct currents.

DIPOLE ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends, is known as a doublet. For short waves the physical dimensions are such that self-supporting metal rods or tubes can be used.

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television tube used in the pick-up camera in the Farnsworth system.

DISTORTION—Any change in the original frequency, amplitude or phase of a radio signal.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE SIDE BAND—When a carrier is modulated by a plurality of signal frequencies, two distinct bands of frequencies appear, due to the modulation process, one o neach side of the carrier frequency.

E

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected t othe external sircuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

ELECTROMAGNETIC FOCUSING—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

ELECTRON GUN—That part of a cathode ray tube in which the electrons are emitted, formed into a beam and deflected.

ELECTRON LENS—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

ELECTRON MULTIPLIER—An evacuated amplified tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

ELECTRON TUBE—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and direction of flow of electrons which constitute electric current.

ELECTROSTATIC FOCUSING—A system in which electric fields are employed to confine the electrons into a thin stream.

EMISSION—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

EQUALIZING PULSES—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

F

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white reproductions only, it is now considered to include processes producing half-tone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line, thereupon, it is necessary to restore it to start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are succesively viewed so as to simulate moving scenes.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

G

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts are usually caused by the radio signal being reflected from objects within approximately one mile of the receiver antenna.

H

HALATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

HALFTONE—A method whereby photographs having various degrees of lights and shadows can be reproduced in ordinary printing, using a system of dots which are substantially undistinguishable to the unaided eye. However, the dots are graded as to size or density so as to produce the highlights and shadows of the pictures.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are also called harmonics.

HEAVISIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or "mirror" for radio waves. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

HORIZONTAL HOLD CONTROL—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

I

ICONOSCOPE—A designation used by RCA for a particular type of cathode ray tube developed for the purpose of picking up the scenes to be televised. It is the essential part of a studio camera.

IMAGE DISSECTOR—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past pickup aperture by deflection circuits.

INTEGRATING CIRCUITS—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

INTERFERENCE—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, etc.

INTERLACING—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate fields and superimposed to create one frame or complete picture.

ION SPOT—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

K

KERR CELL—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

KEYSTONE EFFECT—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

KINESCOPE—A name applied to the cathode ray tubes used in the television receivers built by RCA.

L

LENS—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

LINE—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

LINEARITY—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

LINE FREQUENCY—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

LINE OF SIGHT—A straight, unobstructed path between two points.

LIVE TALENT—"On-the-spot" televising of events and people in contrast to transmission of film material.

LUMEN—A lumen is a unit of light flux. A foot-candle is equal to the illumination that falls on a screen that is placed one foot away from a standard candlepower. One foot-candle is equal to the lumen per square foot of surface.

M

MEGACYCLE—A total of one million cycles.

MICROPHONE BOOM—The arm which carries the microphone above the area being televised.

MICROWAVE—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

MODULATION—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

MODULATION GRID—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

MONITORING—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOSAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIGRAPH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

NEGATIVE GHOSTS—Ghost pictures in which the black and white areas are opposite to those of the real picture.

NEGATIVE TRANSMISSION—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude.

O

ORTHICONOSCOPE—A television camera tube combining some of the features of the image dissector and Iconoscope.

P

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies.

PEDESTAL—A portion of the television video signal used to brank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A small section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

RADIO CHANNEL—The "space" in the frequency spectrum allotted to each station. In present television standards the channel is 6 megacycles.

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

RELAXATION OSCILLATOR—A type of circuit which oscillates periodically. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode day beam moves back to its starting position.

S

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth outline.

SCANNING—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

SCANNING LINE—One line from left to right of a picture being transmitted.

SENSITIVITY—A measure of the ability of a receiver or other device to produce a given output for a given input.

SHADING—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

SIDE BANDS—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

SIGNAL—The electrical impulses which represent the sound or picture elements being transmitted.

SPECTRUM—A band or range of frequencies.

SPOT—The light produced by the slender beam of electrons on the fluorescent screen.

SWEEP—The uniform motion of the electron beam across the face of the cathode ray tube.

SYNCHRONIZATION—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

TELEVISION—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

TELEVISION CAMERA TUBE—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

TELEVISION PICTURE TUBE—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

TEST PATTERN—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

TRAP—A circuit used to reject unwanted signals.

TRIMMER—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

VESTIGIAL SIDE BAND TRANSMISSION—A method of suppressing part of one side band to limit bandwith requirements.

VERTICAL CENTERING—The control which regulates the position of the picture vertically on the screen.

VERTICAL HOLD—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

VIDEO—(I see.) The portion of the television signal which contains the picture information.

VIEWING MIRROR—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

Y

YOKE—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

TELEVISION HIGHLIGHTS — 1946

(From the Files of RADIO DAILY)

JANUARY

2—The Pacific Telephone & Telegraph Company and subsidiaries announced that $400,000,000 will be expended in the construction of a coaxial cable from the Colorado River to Los Angeles. Project is included in the major items of a five-year construction program by PT&T and its subsidiaries.

4—Leonard F. Cramer, Executive Vice-President of Allen B. Du Mont Laboratories, Inc. predicted that six out of every ten consumers will buy tele receivers in the next two years.

9—At a meeting of the American Television Society, M. L. Levy, chief engineer of Emerson Radio & Phonograph Co. revealed that tele manufacturers are planning to display a variety of styles of receivers to the public before the end of 1946.

11—Defendants in the Government's television anti-trust suit asked and were granted a 60-day extension for the filing of answers to charges of monopoly in the manufacturing and sale of television equipment. Defendants are: General Precision Equipment Corp., Paramount Pictures, Television Productions, Inc., Scophony Corp. of America, Scophony, Ltd., Earle G. Hines, Arthur Levey and Paul Raibourn.

14—At membership meeting of the American Television Society, Edward L. Stasheff, television director of the N. Y. City Board of Education said that television will play a major role in the field of education, and its specific value will greatly overshadow the advantages ever offered by radio.

14—WCBW, CBS tele outlet in N. Y., this week doubled its air time by broadcasting five nights, Monday through Friday, for a total of 12 hours.

21—The District Board of Zoning Adjustment approved the request of Bamberger Broadcasting Service, Inc., for erection of a 300-foot television tower, in the New York area.

21—Hearings on applications for the four television channels in the nation's Capital commenced before the FCC. Applicants are: The Bamberger Broadcasting Service; Allen B. Du Mont Laboratories; The National Broadcasting Company; The Capitol Broadcasting Co., owner of WWDC; The Evening Star Broadcasting Co., owner of WMAL and the Philco Corp.

23—A prediction of 100,000 television sets in Washington alone, by the end of 1948 was made by Joseph Katz, president of Capitol Broadcasting Co. at hearing before the FCC for four tele channels in Washington.

25—Dr. Peter C. Goldmark, chief engineer of CBS and Dr. Ralph V. L. Hartley of Bell Laboratories received the two top honors of the Institute of Radio Engineers at the organization's 34th annual banquet at the Hotel Astor.

29—Two-hundred television leaders, advertising agency executives and members of the press gathered at the Hotel Statler, Washington, D. C. for a one-day television institute.

30—Application for an experimental, high-frequency color tele station was filed with the FCC by the Cowles Broadcasting Co., operators of WOL. The firm believes it will be the first color video outlet slated for the capital.

31—Demonstration for the press of CBS high-definition television in full color, broadcast in the ultra-high frequencies got under way at the network's special studios in its home office building. Public showing, originally scheduled for last month was postponed.

31—FCC Chairman, Paul Porter, in determining who gets Washington's four tele channels would not recommend sharing of channels by any of the applicants.

FEBRUARY

1—In a talk before 300 members of the American Marketing Association at the Hotel Commodore in N. Y., J. R. Poppele, president of the Television Broadcasters Association and vice-president of the Bamberger Broadcasting Service, Inc. said that television does not threaten the existence of current advertising media, but will

operate in a realm of its own, "providing a unique form of entertainment to millions of people, and will help create new wealth for the nation."

1—Tele plans for coverage of the Louis-Conn fight in June were tentatively set. Plans call for airing by NBC over WNBT and for transmission via coaxial cable to Philadelphia, Washington and Schenectady. NBC's video chief, John F. Royal met with Mike Jacobs, promoter of the championship bout, presumably to set final arrangements.

4—The Columbia Broadcasting System staged a series of color-tele demonstrations under the direction of Dr. Peter C. Goldmark, director of engineering research and development, and Worthington Miner, manager of the web's tele department. Experts forecast the production of receivers and transmitters during the late fall of 1946 or early in 1947.

5—The FCC named applicants involved in video requests for 11 cities, including New York, Los Angeles and Philadelphia and reported that dates for hearings would be set later.

5—The British Broadcasting Corp. resumed television operations at 11 a.m. (GMT), Feb. 1, after a black-out for the last 6 years. A black cross on a white background was "flashed" from Alexandra Palace, former exhibition center. Experimental broadcasts will continue daily for two and one-half hour periods as the industry works on developing new sets.

6—Inauguration of the coaxial cable linking television with Washington, Philadelphia, New York and Schenectady is scheduled for Feb. 12, with a special Lincoln's Birthday program from the nation's capital. The telecast will be pooled with NBC, CBS, DuMont, Philco and General Electric participating in the broadcast.

14—NBC, CBS and DuMont staged a television program pickup in Washington as a sequel to the Lincoln Day demonstration of the Washington to New York coaxial cable link scheduled for Feb. 12th.

14—Experiments in television relay equipment installed in a blimp were conducted by General Electric and will be resumed by engineers soon.

15—Army-Navy announcement that plans to telecast the atom bomb test are being studied brought a cool response from FCC experts who claimed that it would "not be feasible."

15—Owners of DuMont tele receivers in the N. Y. area will be provided with service to convert over to the new channel frequencies recently assigned the Manhattan area.

15—The first RCA Victor television receivers are expected to be made available to the American public this year, with a "sight-and-sound" table model retailing for about $200, according to an announcement made by Joseph B. Elliott, vice-president in charge of RCA Victor's Home instrument activities.

18—WBKB, Chicago went off the air for about two weeks in order to switch to its newly assigned channel 4 from channel 3. Plans called for return to regular schedule Mar. 18. Shutdown was the first in five-year history of the Balaban & Katz tele outlet.

19—CBS and Zenith Radio Corp. announced plans for two color tele stations in Chicago, to be in operation by late spring or early summer.

20—Expansion of its radio and television activities was indicated in the report of completion of a deal by CBS involving acquisition of some five or six apartment buildings on East 53rd Street, New York City, estimated at a total value of over $250,000.

21—Raymond E. Nelson, vice-president in charge of radio and television for the Charles M. Storm Agency, Inc., opened a 15-week course in "Television Advertising and Merchandising" at the City College of New York.

21—The FCC granted a waiver until July 1 of Rule 3.661, to all existing commercial tele stations, which requires each television station to render not less than two hours in any given broadcast day and a minimum of 28 hours program service per week.

25—According to a survey conducted by the New York Herald Tribune the majority of tele equipment manufacturers are planning to concentrate production on monochrome "in the belief that color video is still too far away to be commercially practical."

27—The Gillette Safety Razor Company was reported to have acquired the radio and tele rights for broadcast of the Louis-Conn fight in June for the sum of $125,000.

28—Acting FCC Chairman, Charles Denny stated flatly that the "public will get its money's worth from the present television band, even though video's future lies upstairs."

28—Three-way bids for television rights to the Louis-Conn fight involved NBC, CBS and DuMont.

MARCH

1—The District Commissioners approved a 350-foot tele transmitter for NBC on the grounds of the Wardman Park Hotel.

1—Acting FCC Chairman Charles Denny said that New York City would have to wait until other cities receive television service before hearings are held to fill its remaining channels.

4—All television stations throughout the U. S., with the exception of General Electric's WRGB, Schenectady, went off the air at midnight (March 1) for short periods to reconvert transmitters in accordance with new frequency allocations set down by the FCC last fall.

4—Frank Stanton, president of CBS revealed the findings of a "scientific study which tested the reactions of present television set owners, chosen at random from the N. Y. area after witnessing a color television broadcast." According to the study a "clear mandate" for color television was indicated.

5—One of the first demonstrations of television as a vehicle for presenting a sales and merchandising program to company officials was held last week by the RCA tube department, utilizing NBC's video facilities to present to top management executives of RCA Victor its plans for production, merchandising and advertising.

7—NBC issued a brochure outlining production procedure and establishing charges for the use of its television facilities in a direct invitation to advertising agencies and clients to actively participate in commercial video broadcasting.

7—First licenses to embody CBS ultra-high frequency color inventions in television receivers and studio apparatus were granted to the Westinghouse Electric Corp. Arrangements are on a patent royalty basis, extend for five years and provide for renewal.

7—Television's educational value was cited when the N. Y. Fire Dept. requested permission to use CBS' tele newsreel of a recent two-alarm $100,000 fire that occurred on lower Broadway. Hailed as the "best film of actual firefighting" it will be used in training of rookies.

8—NBC, Bamberger and the Evening Star Broadcasting Co. were granted the Washington, D. C. television channels by the FCC.

11—WPTZ, Philadelphia, the Philco television station returned to the air on new Channel 3 (60-66 mc.)

12—NBC will return to daytime television on regularly scheduled basis with a three-times weekly program when WNBT resumes normal operations next month.

13—The British Broadcasting Corp. revealed its video plans at the closing session of the annual Radio Conference of the University of Oklahoma. Television was the paramount topic of the final session.

15—DuMont's television studio in the John Wanamaker Dept. Store in N. Y. will be officially opened on the evening of April 15, it was announced by Leonard F. Cramer, executive vice-president of Allen B. DuMont Laboratories, Inc.

20—George L. Moscovics, commercial manager of CBS television station WCBW, N. Y. declared at luncheon meeting of the Advertising Club that color television can be brought to the public within a year, "if the industry as a whole will get behind high-frequency color."

20—Television plans for coverage of the atomic bomb test in the Bikini Islands in May were announced by six major television companies; ABC; CBS (WCBW); NBC (WNBT); Balaban & Katz, Chicago (WBKB); Allen B. DuMont Laboratories (WABD) and Philco (WPTZ) Philadelphia.

22—Revolutionary television news coverage over long and short distances, from land, sea and air, is foreseen as one of many possibilities opened by two systems of airborne tele revealed for the first time in a joint Navy-RCA demonstration at the Naval Air Station at Anacosta, D. C. Classified by the Navy as "Block" and "Ring," the systems were developed during the war.

22—In the opinion of C. E. Nobles of the Westinghouse Electric Corp., Baltimore, Md., the time required for the "build-up" of cross country television network service can be reduced appreciably by acceptance of Stratovision, the proposed plan of broadcasting television programs from high flying planes.

22—Stating that he was "deeply shocked" by the FCC's decision in the Washington television grants, John Ballantyne, president of Philco Products requested that the company's application be withdrawn.

25—NBC sent out invitations to the special television broadcast of the opening of the UN session at Hunter College in New York City. Proceedings were picked up direct from the conference room and transmitted to receivers installed in Studio 8G in the RCA Building. Ben Grauer, NBC announcer handled the program from Hunter College.

26—Gimbel Bros., Philadelphia signed for a series of tele programs. It was the first department store in that city to sign and recently staged an intra-store tele demonstration with RCA.

26—The historic opening session of the United Nations Security Council in New York City's Hunter College was broadcast live on NBC television and filmed by ABC and CBS for airing on special programs.

29—First tele films of the UN Security Council opening at Hunter College in Philadelphia on WPTZ, the Philco video station, under the supervision of Paul Mowrey, manager of ABC's television department.

29—Television broadcasters mulled over the CPA's freeze on construction throughout the country. If the order is maintained it would mean that construction of some 1000 FM, AM and tele stations would be halted indefinitely.

APRIL

1—Members of the FCC were invited to attend a demonstration of color television at the N. Y. studios. Commission was shown color film and slides as contrasted to black-and-white video and learned first hand from Dr. Peter Goldmark strides made in the color field.

1—The FC accepted the request of Philco to withdraw from the Washington television field and at the same time issued a final order granting to fourth Washington tele channel to Allen B. DuMont Laboratories.

2—Eighteen members of the FCC, including acting-chairman Charles Denny, made a television inspection trip to Princeton, N. J. and N. Y. for the purpose of viewing developments in black-and-white and color television conducted by RCA and CBS.

3—Over a hundred "top executives of major advertisers and advertising agencies" have gone on record in favor of CBS color tele as opposed to black-and-white, Frank Stanton, CBS prexy, told members of the FCC at a color demonstration in N. Y.

3—A new idea in tuning mechanism for tele receivers was demonstrated by the Allen B. DuMont Laboratories at a joint meeting of the IRE and the Radio Club of America at the Engineers Club in N. Y., which will be standard equipment in all new DuMont tele sets.

4—There is "insufficient information" available to give an "okay" to color television, the FCC said in its annual report submitted to Congress.

5—NBC expects to have its Los Angeles television station in operation in the fall of 1947. A site has been acquired on Occidental Peak which is northwest of Mt. Wilson with an altitude of more than 5,800 feet.

9—A survey conducted by RADIO DAILY revealed that the television receiver outlook is brighter than at any time since the end of the war, with the first sets, mostly low-cost black-and-white models, scheduled to be on the market within a few months.

10—Possibility of utilizing a single antenna array for radiation of television video and sound as well as an FM broadcast carrier will be investigated by RCA under special authority granted by the FCC. Under the temporary grant, RCA will operate experimental tele station W3XEP simultaneously with a frequency modulation transmitter of the corporation.

11—Advertising agencies are very much aware of the possibilities of television as a new and powerful medium and are watching very closely its development into a major industry, Thomas D'A. Brophy, president of Kenyon & Eckhardt, Inc. said as the annual AAAA meeting got underway at the Waldorf-Astoria Hotel in N. Y.

11—Ira A. Hirschmann has acquired ownership of Metropolitan Television, Inc., including FM station WABF and experimental television station W2XMT. Hirschmann explained that the transaction is subject to approval of the FCC.

15—Opening of the DuMont television studios in the John Wanamaker New York store marked the establishment of the nation's first permanent commercial tele network. The network will link the DuMont stations in N. Y. and Washington, D. C.

17—Approval of the KDKA tele transmitter site near the University of Pittsburgh stadium by the city zoning board was announced.

19—Declaring that the United Nations is "not an employer" and that the question of the use of television cameras to take motion pictures for televising is purely one of American nature, involving labor union jurisdiction, Frank M. Begley, Security Officer for the UN informed CBS by letter that until the matter is decided in Washington, such cameras will not be used at the UN sessions at Hunter College, N. Y.

22—DuMont completed its first week of operations in the new Wanamaker studios over

the weekend, as hundreds of department store customers and visitors were provided their first experience of watching television in rehearsal and on the air.

22—General Electric announced that G.E. tele receivers in the N. Y. area may be converted to the newly-assigned frequencies for $15 per set.

22—Tele history was made in Chicago when the opening game between the Chicago Cubs and the St. Louis Cardinals was televised by WBKB, the Balaban & Katz station, via a specially designed remote mobile unit pick-up.

23—NBC started work on a new television-FM antenna atop the Empire State Building in New York City. The new tower will be 61 feet in height, replacing the old structure, which was 35 feet. Erection of the tower will take from 10 days to 2 weeks.

25—Purchase of Navy Department's modern electron and television tube manufacturing plant at Lancaster, Pa. by the RCA Victor division of the Radio Corp. of America, was announced by Frank M. Folsom, RCA executive vice-president in charge of the division. The purchase price was $4 362,500.

29—WCAU, CBS affiliate, Philadelphia has petitioned FCC for authority to withdraw its application for monochrome video station in favor of a new application for color. WCAU plans to demonstrate CBS color video in Philadelphia, using the coaxial cable to pipe telecasts from N. Y.

30—ABC received approval from the U. S. Forest Service for its new television-FM station site on the summit of Mt. Wilson, Calif.

MAY

1—The Second Annual Radio and Business Conference sponsored by the City College School of Business got under way at the Hotel McAlpin. Discussions on television assumed an important spot on the agenda.

1—Television broadcast rights to the Louis-Conn fight at the Yankee Stadium, N. Y. and a deal whereby National Broadcasting Co. will also have exclusive tele rights to all Twentieth Century Sporting Club fight promotions for the year ending June 1, 1947 was announced jointly by John Royal, NBC vice-president in charge of television and Mike Jacobs, president of the Twentieth Century Sporting Club.

2—CBS completed plans for filming of the Kentucky Derby for airing on television over WCBW. Bristol-Myers Co., in its debut in commercial video, will sponsor the films for Vitalis. Occasion will also mark the first time the historic turf classic will be filmed, especially for television.

2—NBC television resumed operation with a one hour show titled "Radio City Matinee," aired on the new channel 4 from 1 to 2 p.m.

7—Du Mont staged a dealer-showing of its first line of post-war telesets prior to a two-day public display at the company's television studio ofices in New York City. Seven new video models were shown, six complete with FM, AM and phonograph and one smaller model which includes only AM radio.

8—At the 27th annual meeting of the board of directors of RCA David Sarnoff, president, outlined the company's policy on television, its prospects, as well as those other warborn patents and equipment RCA will handle in the future.

8—Allen B. DuMont Laboratories, Inc., gave a press and trade showing in N. Y. of their new line of "telesets." Models displayed ranged in price from $600 to $2 400 with four models priced at $1,500 each.

9—First department store experimentation with regular television programming for the merchandising of their stocks came with Wanamaker's N. Y., using WABD, Du Mont station, for a half-hour program built around a sales pitch on pianos. Program was termed as "purely experimental."

15—The American-built Moscow Television Center, closed during the war, has resumed its operation.

15—FCC Commissioner E. K. Jett submitted informally a "startling" proposal for new color television standards to an industry committee studying the subject.

20—Nine video outlets from the Atlantic to Pacific were approved by the FCC without hearing. Seventy-nine applications are still on file.

20—Gracie Fields, British comedienne, will concentrate on television upon her return to work.

21—The FCC "denied" the petition of Allen B. DuMont Lab. that its connection with Paramount Pictures be dropped as an issue from the Los Angeles television hearing.

22—The CAA favors construction of tele towers in cities rather than in the open country, a sub-committee of the House District Committee was told by a CAA official.

23—Dr. Donald Horton, manager of the CBS Television Audience Research Institute, addressing an AMA convention in Boston said the advent of color will bring to the existing television picture "additional life and meaning" and will "make it possible to create an economically significant audience."

24—The American Broadcasting Co. authorized the expenditure of $1,500,000 for the acquisition of a site for the building of a television station in Los Angeles.

24—WNBT and WCBW telecast crowds at the Pennsylvania and Grand Central Stations tied up by the nation-wide railroad strike.

JUNE

4—Strong competition got underway for the four remaining television channels in the New York City area as hearing opened before the FCC.

4—Paul Mowrey, head of tele operations for ABC, announced the appointment of Leroy G. Phelps, veteran cameraman, as the television pool motion picture cinematographer to film the atomic bomb test off Bikini Atoll in July.

.4—Sale of the new DuMont television receiving sets are expected to exceed $7,000,000 by the end of 1946, and more than $2,000,000 are on order by authorized dealers in the New York Area, following the first public showing, S. Levaur, sales manager, announced.

5—ABC President, Mark Woods, told FCC that his net planned to "plough" more than $10 000,000 into the development of tele within the next three years.

5—NBC having exclusive television rights to the Louis-Conn fight, granted permission to the DuMont station in Washington and the Philco outlet in Philadelphia to carry this event. In New York, fight was televised over WNBT, NBC station.

10—A viewing audience of 300,000 was estimated by BBC for the re-opening of television transmissions following a war-caused shutdown since September 1939. Estimate showed that 15,000 receivers in Greater London picked up the program, compared to the pre-war figure of 23,000.

11—The National Labor Relations Board rejected an appeal made by the IATSE to have tele directors, assistant directors, assistant casting directors, floor managers, visualizers, animators, film cutters and supervisors of operations and studio attendants included in a single bargaining unit. The NLRB directed that television directors and assistant directors be combined into a separate collective bargaining election at the CBS tele studios.

12—A new micro-wave television relay transmitter, which generates less radio power than that required to operate a pencil flashlight, has been developed for field pick-ups and is now being used successfully by NBC. The new transmitter will be used at the Louis-Conn championship fight.

12—Public interest in television, normally referred to by set manufacturers and broadcasters as "tremendous" since the end of the war, has sharply soared to its highest peak because of the Louis-Conn fight.

12—CBS announced it had issued licenses to Bendix Radio Division, Bendix Aviation Corp., to manufacture color tele receivers for home use as well as transmitter equipment based on CBS' ultra high frequency color television invention.

12—The FCC granted a construction permit to the Allen B. DuMont Laboratories, Inc., for a 5 kw. television station in Washington, D. C. Request will be made for use of call letters WTTG.

27—Electronic manufacturers predicted that enough television transmitters will be available to broadcast customers by the end of this year to provide for their immediate demands at least.

JULY

1—The FCC cancelled the San Francisco television hearing. With only six applicants left, the Commission indicated grants for the city's six channels would be made without a hearing.

1—Rivalry sprung up between newsreel and television interests for the first showings of "Operation Crossroads." A Navy directive stated that films would be flown to the Anacostia Naval station for processing and distribution to both newsreel and television interests the same date and hour.

15—Cooperation between CBS and ABC resulted in a television seminar for returning veterans which provides an eight-week course covering all phases of the new art by both lectures and field work. Seminar is

under the direction of Worthington Miner, director of CBS Television.

19—Edgar Bergen and Patrick Cunning launched their joint television production enterprise in Los Angeles. Cunning is directing the production in which Bergen appears with new television characters. A new tele-miniature technique is being used and also a new type of television camera.

30—Gimble Brothers' first six video programs over WPTZ, Philco tele station Philadelphia has resulted in an average sales return for the department store of about 2 per cent a week, it was announced by Ernest B. Loveman, television broadcasting head of Philco Corp.

31—A group of N. Y. television technicians have formed a company to manufacture a kit television set which is expected to sell for around $100.

AUGUST

1—Announcers on the NBC television station, WNBT, have put emphasis on "first time on any screen" in announcing television motion pictures of the second Bikini atom bomb blast and the Peace Conference films. This is the first open indication of rivalry between television and newsreels for credits on special coverage.

2—John R. Davis, Ford Company vice-president in charge of sales and advertising announced Ford's sponsorship of television events at Madison Square Garden in N. Y. over WCBW, CBS television station.

2—RCA will bring a demonstration of television to the Iowa State Fair, August 23-30. Station KRNT is building complete studio and control facilities to house the RCA equipment in the tent headquarters of International Harvester, Des Moines, Iowa.

13—Gillette's "Cavalcade of Sports," is interested in televising the coming World Series and will bring the matter before baseball's commissioner, A. B. "Happy" Chandler. Both CBS and NBC are set to go with video operations for the series.

13—General Electric's television station, WRGB will begin regular relay experimental telecasting on Aug. 19, picking up NBC programs from N. Y. 5 days a week.

21—The Goodyear Tire & Rubber Co. will make its debut as a television client this fall with the sponsorship of the Army football games, starting Sept. 21.

26—Barney Balaban, president of Paramount Pictures, Inc. stated that "Canada can have television as soon as the U. S. if CBC gives us the green light."

30—The television exhibit at the Iowa State Fair, sponsored jointly by RCA-Victor, KRNT and ABC is credited with being the greatest box office attraction in the history of the Fair. The Fair hit an all-time attendance for any single day when 85,000 people attended. It was reported that 80 per cent of all questions were "where's the television show?"

SEPTEMBER

3—First signs of a conflict involving telecasters and sports magnates were bared when it was learned that WCBW, CBS television station, had moved into Yankee Stadium for operation and that WNBT, NBC video outlet, apparently had moved out.

9—Plans for a Chicago Television Exposition next Spring are being formulated by the newly organized television broadcasters organization in Chicago. Capt. William Eddy, USNR, director of the B & K tele station, WBKB, was elected chairman of the new group at a meeting at the Union League Club. W. E. Guy, Graybar Electric district manager, presided.

11—Ford Motor Co. signed a contract with WABD, DuMont television outlet in N. Y. to telecast all home games of the Yankee professional football club of N. Y. at the Yankee Stadium. Complete 1946-47 schedules of the game will be televised. DuMont will use three new image orthicon cameras at the first Yankee game and thereafter will be equipped with five such fast pickup outfits.

17—The Don Lee Television System, granted a license last week by the FCC to do research in color video, has inaugurated a special three-year research project, it was announced in Hollywood by Harry R. Lubcke, Don Lee tele chief.

17—Television Productions, Inc., Paramount video subsidiary, withdrew its applications for 16 high frequency relay stations which had been planned.

20—Use of a movie trailer to herald a forthcoming production was seen for the first time on tele in N. Y. when WNBT presented a musical-pictorial sendoff for Columbia Pictures new Al Jolson production titled, "The Jolson Story."

30—In a petition filed with the FCC in Washington, CBS asked the Commission to adopt

standards for and to authorize commercial operation of color tele stations in the ultra high frequencies. The petition asks for a hearing at which CBS officials and others may testify on the proposals.

OCTOBER

8—In cooperation with the N. Y. City Board of Education, CBS television station WCBW, announced plans for a new video educational series.

8—International video coverage by the use of films was given further impetus with the announcement that NBC had concluded a deal with BBC for an exchange of newsreels. First film exchange is expected to be coverage of the Queen Elizabeth's inaugural voyage from Southampton to N. Y. on Oct. 16.

8—First use of the coaxial cable which serves as a television link between N. Y. and Washington will be made by Baltimore on next Saturday when NBC television picks up the Navy-Duke football game from the Baltimore Municipal Stadium. The Baltimore pickup will be another step in the development of an east coast tele network.

9—Advance reservations for the TBA conference which opens tomorrow at the Waldorf-Astoria Hotel in N. Y. passed the 600 mark and indications are that it will probably attract more than 1500 broadcasters, agency executives, producers and advertisers.

10—The Columbia network's drive to put color television on a commercial basis was stepped up when the FCC ordered a hearing before the full Commission beginning Dec. 9. The network has petitioned the Commission to authorize operation of commercial video stations in the band 480 to 920 megacycles.

10—The opening of the AF of L convention in Chicago was filmed especially for television. Films were presented over WBKB, Balaban-Katz television station in Chicago. The event marked the first time proceedings of the AF of L were televised.

10—In the twelve weeks period ending August 2, 31,919 day guests toured the Du Mont John Wanamaker Studios. No count was made of evening guests.

11—Paul Raibourn, v.p. of Paramount Pictures, Inc. and chairman of the TBA awards committee presented the 1946 TBA Awards of Merit.

14—Entire October production of 1000 Viewtone television receivers will go to dealers who have proved they can properly install video sets. Production of Viewtone tele sets has been increased by concentrating on one model.

15—NBC Television Dept. took motion pictures of President Truman when he made his meat and stablization speech in Washington and flew the films to N. Y. Pictures were televised the following evening over WNBT.

15—First permanent use of television by major hotels in New York City will get under way this winter with the announcement by the Hotel New Yorker that six of its larger rooms will be equipped for service about Nov. 1.

18—RCA is busily installing 20 receiving sets in various points of vantage in the Palmer House, Chicago, to take care of the overflow from the convention hall at the forthcoming NAB Convention.

22—Detroit had what is believed to be its first actual television broadcast this week as one of the highlights of the 10-day Post-War Products Exhibition, which opened at Convention Hall. Television program was arranged by WWJ and the Allen B. DuMont Laboratories.

24—President Truman, in his welcome address to the United Nations yesterday was televised by NBC's station WNBT with a battery of cameras spotted through the General Assembl hall and other points.

31—An all electronic-color television system was demonstrated publicily for the first time in history at the RCA Laboratories in Princeton, N. J. before a group of 70 newspaper and technical men. Demonstration was for the purpose of proving that the new development in radio science was flickerless and practical without the use of rotating disks or any other moving parts.

NOVEMBER

7—Nearly one and one-quarter million dollars —estimated figure—worth of RCA Victor television receivers have been sold to consumers in New York City alone since the sets went on sale in five cities Nov. 4.

8—The Brooklyn Dodgers and CBS have concluded an agreement giving CBS the first exclusive, long term television rights to a major league team schedule.

11—A new coin-operated television receiver, which will be made available to the public at no cost for use in the home, was demonstrated last week for the first time by Trado, Inc., of Asbury Park, N. J.

15—ABC stepped up its television air time to nine and one-half hours this week, the heaviest video schedule in the company's history, Paul Mowrey, web tele director announced.

18—The first issuance of a rate card by WCBS-TV last Friday, revealed the variance in rates among New York's three television stations and pointed up the increasing competition among telecasters to lure sponsors into the new medium. All N. Y. telecasters, as well as the industry in general, have entirely separate rate policies and there is little basis for comparison.

19—Florida residents will get their first large-scale glimpse of television during the week of Nov. 25 with the opening of Miama's 50th Anniversary Exposition. Mammoth celebration, expected to attract a half million visitors will highlight a television exhibit under the joint auspices of WGBS and DuMont, N. Y.

26—United States listeners own a total of about 7000 television sets, according to figures compiled by the FCC.

DECEMBER

2—The J. L. Baird Co., London, will demonstrate not only color television, but three-dimensional color television in January, it was confirmed over the week-end. The Baird Co. is installing large-screen television in houses of the Capitol and Provincial New Theaters, Ltd., next year. Circuit comprises 14 theaters, six of which are newsreel houses.

5—Du Mont has been granted exclusive rights to televise the home games of the N. Y. Yankees Baseball Club in addition to the home games of the Football Yankees, it was announced jointly yesterday by Larry MacPhail, president of the baseball club; Daniel R. Topping, president of the Football Yankees, and Leonard F. Cramer, executive vice-president of Du Mont.

5—Bendix Radio Div. of Bendix Aviation Corp., displaying their first commercial model of color television receiver, got off to a bad start in a demonstration staged at their executive offices.

6—The use of Government motion pictures for television programs is seen as a definite possibility. Government agencies have been contacted by representatives of N. Y. television stations for the purpose of determining if Federal-made motion pictures can be used on their video programs. Also being studied is the feasibility of producing Government films with possible television use in mind.

6—The new charter for the British Broadcasting Corp. empowers it to produce motion pictures, but with the provision that such BBC-made films shall only be used for television.

9—Cuban citizens got their first look at television during a 13 day demonstration which opened last week under the auspices of the Compania Importadora de Lubricantes, which is installing a video station in Havana equipped by Dumont. Station is expected to be in operation within six months.

9—With color television versus black-and-white as the issue, leaders of the electronic industry gathered before the FCC in Washington today for a showdown verbal battle on whether or not video should proceed on the present black-and-white standards or give way to the immediate commercial development of color.

13—Television cameramen gave an example of spot news coverage yesterday when ABC and CBS technicians visited the scene of the tenement house explosion in New York City, made action shots and prepared them for showing last night. The television cover of the explosion was sponsored, on ABC tele, by U. S. Rubber Co.

16—RCA expects to produce a total of 160,000 black-and-white television receivers retailing at approximately $65,000,000 next year, the FCC was told.

17—Twenty-five staff members of the FCC headed by Commissioners Paul A. Walker, Clifford J. Durr, Ewell K. Jett and Rosel H. Hyde journeyed from Washington to New York yesterday for a tour of television as a sequel to last week's hearing on CBS' application for a commercial color license.

23—The opening session of Congress will be televised for the first time in history on January 3rd in a co-operative broadcast by NBC, CBS and DuMont, it was announced over the weekend.

23—The FCC on Friday announced the granting of six commercials television applications for Los Angeles, with decision on the Don Lee network's application for the seventh channel in the area reserved.

24—The FCC announced yesterday that it has ordered a resumption of its color television hearing for the week beginning Jan. 27.

30—Plans for a new radio and television center in Boston, Mass. are included in a year-end report by Westinghouse Radio Stations, Inc., made public by Station Manager J. B. Conley.

31—Television covered the arrival of the New Year and the gaiety attached thereto in New York, Washington and Philadelphia as video stations aired programs in these cities up to and including the hours of midnight

Commercial Television Programs—1946

Following is a list of commercial television programs on leading stations during the year ending Dec. 31, 1946. Listing is alphabetically by program title, and giving the sponsor, product, type of program, station and advertising agency handling the account. Abbreviations: L, Live Talent; F, Film.

A

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
All Eyes on Gimbels	Gimbel Brothers Dept. Store Mdse.		WPTZ	Direct
American Legion Film	American Legion	Film	WABD	ABC
Army Football Games	Goodyear Tire & Rubber Co. Institutional	Sports (L)	WNBT	N. W. Ayer & Son
Army-Navy Football Game	Gillette Safety Razor Co. Razor Blades	Sports (L)	WNBT	Maxon, Inc.

B

Basketball, University of Pennsylvania	Atlantic Refining Co.	Sports (L)	WPTZ	N. W. Ayer & Son
Bathing Time For Baby	Johnson & Johnson	Cartoon (F)	WBKB	Direct
Boxing from Madison Square Garden & St. Nicholas Arena	Gillette Safety Razor Co. Razor Blades	Sports (L)	WNBT	Maxon, Inc.

C

Carving Beauty into Plastics	Rohn & Haas Plexiglass Goodall Fabrics Fabrics		WABD	Wanamakers
Cavalcade of Sports	Gillette Safety Razor Co. Razor Blades	Sports (L)	WPTZ	Maxon, Inc.
Chime Time	A. E. Rittenhouse Co., Inc. Chimes		WABD	Donovan & Thomas
Christmas Eve At Grace Church	U. S. Rubber Co. Tires	Religious (L)	WABD	Campbell-Ewald Co.

D

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Doll House, The	Wanamaker Doll Dept. Dolls		WABD	Wanamakers
Don McNeill's Dinner Club	Marshall Field & Co. Dept. Store Mdse.	Variety (L)	WBKB	Foote, Cone & Belding
DuMont Telesets	DuMont Labs. Television Sets		WABD	Buchanan

E

Easter Parade	Esmond Mills, Inc. Bunny Blankets	Film	WABD	ABC
Educational Films	Ford Motor Co. Automobiles	Educational (F)	WNBT	J. Walter Thompson
Elks Parade	B.P.O.E.	Film	WABD	ABC
Esso Reporter	Standard Oil Co. of N. J. Esso	News (F)	WNBT	Young & Rubicam
Esso Television Reporter	Standard Oil Co. of N. J.	News (F)	WPTZ	Marschalk & Pratt
Evening of Music	Columbia Records Records	Musical (L)	WABD	Wanamakers

F

Face To Face	Standard Brands Chase & Sanborn	Quiz (L)	WNBT	J. Walter Thompson
Fair & Warmer	Westinghouse Electric Comforter	Commercial Skit (L)	WABD	McCann-Erickson
Famous Jury Trials		Dramatic (L)	WABD	ABC
Fit For A King	Chevrolet Cars	Commercial (L)	WABD	Campbell-Ewald
Fitzgeralds, The	Alexander's Dept. Store Dept. Store Mdse.	Interview (L)	WABD	ABC
Football Games, Washington	Goodyear Tires	Sports (L)	WABD	N. W. Ayer
Football Games, Yankee Stadium	Ford Motor Co. Cars	Sports (L)	WABD	J. Walter Thompson
Football, Sports at Madison Square Garden (except boxing)	Ford Motor Co. Automobiles	Sports (L)	WCBS-TV	J. Walter Thompson
Football, University of Pennsylvania	Atlantic Refining Co.	Sports (L)	WPTZ	N. W. Ayer & Son

G

Golden Jubilee	U. S. Rubber Co.	(L)	WABD	

H

Here's How	Colgate Palmolive-Peet Co. Super Suds		WABD	William Esty
Here's Morgan	Adler Shoes Shoes		WABD	ABC
Hockey From Philadelphia Arena	ABC	Sports (L)	WPTZ	None
Hockey Games	General Mills	Sports (L)	WBKB	Knox Reeves
Hockey Games	Henry C. Lytton & Sons	Sports (L)	W3KB	Ruthrauff & Ryan
Home Is What You Make It	Karastan Rugs Rugs	Film	WABD	Roy S. Durstine
Hour Glass	Standard Brands Chase & Sanborn	Variety (L)	WNBT	J. Walter Thompson
House of Another Color	Basic Home Furnishings	Color Harmony (L)	WABD	Wanamakers

I

I Love To Eat	Borden Co.	Cookery (L)	WNBT	Young & Rubicam

J

Jewel Case, The	Coro Jewels	Musical (L)	WABD	Wanamakers

K

King's Party Line	Bristol-Myers Co. Ipana, Vitalis	Audience Participation (L)	WCBS-TV	Doherty, Clifford & Shenfield
Koroseal Program, The	B. F. Goodrich Co. Koroseal Barrett Textiles Textiles		WABD	Wanamakers

L

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Ladies Be Seated	B. T. Babbitt, Inc. Babbitt's Cleanser	Audience Participation (L)	WABD	Duane Jones
Let's Celebrate	Borden Co.	Audience Participation (L)	WNBT	Young & Rubicam
Let's Dance	Chevrolet	Dancing Instruction (L)	WABD	Campbell-Ewald
Let's Have Fun	Mueller Prod.		WABD	Duane Jones
Let's Have Fun	Goldblatt Brothers		WBKB	Direct
"Live" Time Spot	Elgin Watch Co. Watches	Time Signal (L)	WEKB	J. Walter Thompson

M

Macy's Tranksgiving Day Parade	R. H. Macy & Co. Institutional	Special Event (L)	WNBT	Direct
Make Way For Music	Columbia Records Records	Musical (L)	WABD	Wanamakers
Magic Carpet, The	Alexander-Smith Carpet Co. Carpets	Children's Travelogue (L & F)	WABD	Anderson-Davis, Platte
Marriage ala Mode	Interchemical Corp. Hoover Vacuum, Renuzit	Commercial Skit	WABD	Wanamakers
Master Hands	Chevrolet Cars		WABD	ABC
Matinee For Youth	Sears, Roebuck & Co. Mail Order Mdse.	Variety (F)	WPTZ	Benjamin Eshelman
McCalls Fashions	McCall Corp.	Fashion Show (L)	WABD	Wanamakers
McCracken Comes Through	Ecko Products		WABD	Wanamakers
Minneapolis Aquatennial	U. S. Rubber Co.	Film	WABD	ABC
Mrs. Fixit	Corning Glass Co. Wearever Aluminum, Pyrex Glass	Commercial Demonstration (L)	WABD	Wanamakers
Mummers Parade, The	Sears, Roebuck & Co. Mail Order Mdse.	Special Event (L)	WPTZ	Benjamin Eshelman
Music For Christmas Night		Musical (L)	WABD	Wanamakers
Musical Map			WABD	Wanamakers

N

National Air Races		Film	WABD	ABC
New Year's Eve at the Stork Club	U. S. Rubber Co. Tires	Remote (L)	WABD	Campbell-Ewaid Co.
Northwestern Football Games	Ford Motor Co. Automobiles	Sports (L)	WBKB	J. Walter Thompson

P

Piano & Organ Musicale	J. W. Paid Music Dept., Barrett Textile Co.	Musical (L)	WABD	Wanamakers
Play the Game	Alexander's Dept. Store Dept. Store Mdse.	Charades, Audience Participation (L)	WABD	ABC
Pulitzer Show	Ben Pulitzer Creations Ties	Variety (L)	WABD	Loewi-Gamble

R

Road to Romance	Chevrolet Cars		WABD	Campbell-Ewald Co.

S

Science Looks Forward	U. S. Rubber Co. Tires	Science, Educational (L)	WABD	Campbell-Ewald Co.
Scientific Film	U. S. Rubber Co. Tires	Science, Educational (L)	WABD	Campbell-Ewald Co.
Serving Thru Science	U. S. Rubber Co. Tires	Science, Educational (L)	WABD	Campbell-Ewald Co.
Sidewalk Tele Talks	Cutter Cravats Ties	Educational (F)	WBKB	Direct
Slip Cover Magic	Woman's Home Companion, Cort China Alexander Dolls, Socony Tavern Dinner Candles, Asello Candles	Slipcover Making (L)	WABD	Wanamakers
Stump The Authors	Television Associates Institutional	Educational (L)	WBKB	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Tam O'Shanter Golf Tournament	U. S. Rubber Co.	Film	WABD	ABC
Tele Chats	The Fair Store Dept. Store Mdse.	Educational (F)	WBKB	Direct
Telequizcalls	Commonwealth Edison Institutional	Quiz (L)	WBKB	Direct
Tele-Varieties	Bristol-Myers Trushay, Vitalis	Variety (L)	WPTZ	Young & Rubicam
Tele-Varieties	Bristol-Myers Trushay, Minit-Rub	Variety (L)	WNBT	Young & Rubicam
Television News	Gulf Oil Co. Gasoline	News (L)	WCBS-TV	Young & Rubicam
Television Quarterback	U. S. Rubber Co. Institutional	Sports (L)	WNBT	Campbell-Ewald
Tenement House Fire	U. S. Rubber Co.	Spot News	WABD	ABC
Textron Telequiz	Textron, Inc.		WABD	Wanamakers
This Will Put You To Sleep	North Star Blankets Blankets	Commercial Skit (L)	WABD	Wanamakers
Time Signals	Gruen Watch Co. Watches	Time Signal (L)	WCBS-TV	McCann-Erickson
Time Signals	Bulova Watch Co. Watches	Time Signal (L)	WCBS-TV	Biow Co.
Time Signals	Elgin Watch Co. Watches	Time Signal (L)	WCBS-TV	J. Walter Thompson
Time Signals	Waltham Watch Co. Watches	Time Signal (L)	WNBT	N. W. Ayer & Son
Time Signals	Elgin National Watch Watches	Time Signal (L)	WNBT	J. Walter Thompson
Time Signals	Bulova Watch Co. Watches	Time Signal (L)	WNBT	Biow Co.
Time Signals	Benrus Watch Co. Watches	Time Signal (L)	WCBS-TV	Young & Rubicam
Time Signals	Waltham Watch Co. Watches	Time Signals (L)	WABD	N. W Ayer
Time Signals	Elgin Watch Co. Watches	Time Signals (L)	WABD	J. Walter Thompson

Time Signals	Longine-Wittnauer Watch Co. Watches	Time Signals (L)	WABD	Arthur Rosenberg
Time Signals	Teletrades, Inc.	Time Signals (L)	WABD	William Von Zehl & Co.

V

Visi-Quiz	Sears, Roebuck & Co. Mail Order Mdse.	Quiz (L)	WPTZ	Benjamin Eshelman
Visi-Quiz	Sears, Roebuck & Co. Mail Order Mdse.	Quiz (L)	WNBT	Benjamin Eshelman
Voice of Firestone Televues	Firestone Tire & Rubber Co. Institutional		WPTZ	Sweeney & James
Voice of Firestone Televues	Firestone Tire & Rubber Co. Institutional		WNBT	Sweeney & James

W

Weather Reports	Botany Worsted Mills Textiles	Weather Report (L)	WABD	Silberstein-Goldsmith
Weather Reports	Botany Worsted Mills Textiles	Weather Report (L)	WNBT	Silberstein-Goldsmith
Weather Reports	Borden Co. Reid's Ice Cream	Weather Report (L)	WCBS-TV	Doherty, Clifford & Shenfield
Weed No More	Sherwin-Williams Co., (Assoc. of Bulb Growers of Holland) Tulips		WABD	Wanamakers
Wrestling Matches from Rainbo Arena	ABC Institutional	Sports (L)	WBKB	None
Write Me a Love Scene	Manhattan Soap Co. Sweetheart Soap	Drama (L)	WABD	Duane-Jones
World In Your Home	RCA Victor	Educational (F)	WNBT	None

Y

Yes, Mr. Bingle	Admiral Corp. Flint Cutlery Ecko Products	Commercial Skit (L)	WABD	Earle Ludgin & Co.
You Are An Artist	Gulf Refining Co. Gasoline	Art-Participation (L)	WNBT	Young & Rubicam

TELEVISION

BROADCASTING STATIONS

As of January 1, 1947

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

Commercial Television Broadcast Stations Licensed By The Federal Communications Commission

Location	Licensee	Call Letters	Channel No. Old*	Channel No. New**	Power Vis. Aural
	ILLINOIS				
Chicago	Balaban & Katz Corp.	WBKB	2	3 or 4	4KW 2KW
	NEW YORK				
New York	Columbia Broadcasting System, Inc.	WCBS-TV	2		3KW 2.5KW
New York	Allen B. Dumont	WABD	4		4KW 1KW
New York	National Broadcasting Co., Inc.	WNBT	1	4	5.2KW 2.2KW
Schenectady	General Electric Co.	WRGB	3		40KW 20KW
	PENNSYLVANIA				
Philadelphia	Philco Radio and Television Corp.	WPTZ	3		3KW 3KW

Construction Permits Granted for Commercial Tele Stations

CALIFORNIA

San Francisco	The Chronicle Pub. Co.	Channel #11, 198-204 mc; Vis. 18.24 kw; Aur. 19.2 kw.

DISTRICT OF COLUMBIA

Washington	N. B. C.	Channel #4, 66-72 mc; Vis. 13.3 kw; Aur. 10 kw.
	The Evening Star	Channel #7, 174-180 mc; Vis. 14.25 kw; Aur. 15.2 kw.
	Bamberger Broadcasting Service, Inc.	Channel #9, 186-192 mc; Vis. 30.25 kw; Aur. 24.5 kw.
	Allen B. Dumont Labs., Inc.	Channel #5, 76-82 mc; Vis. 6.25 kw; Aur. 2.5 kw.

ILLINOIS

Chicago	A. B. C., Inc.	Channel #7, 174-180 mc; Vis. 30 kw; Aur. 15 kw; 613 ft.
	N. B. C.	Channel #5, 76-82 mc; Vis. and Aur. power 21.8 kw.
	Zenith Radio Corp.	Channel #2, 54-60 mc; Vis. and Aur. 4.5 kw.

• OUTSTANDING CP'S FOR COMMERCIAL TV •

Location	*Licensee*	*Channel*	*Power Vis. Aural*
	MARYLAND		
Baltimore	The A. S. Abell Co.	Channel #2, 54-60 mc; Vis. and Aur. power 17.1 kw.	
	Hearst Radio, Inc.	Channel #11, 198-204 mc; Vis. 14.4 kw; Aur. 7.3 kw.	
	Radio-Television of Balto., Inc.	Channel #13, 210-216 mc; Vis. 31.65 kw; Aur. 20 kw.	
	MASSACHUSETTS		
Waltham	Raytheon Mfg. Co.	Channel #2, 54-60 mc; Vis. 146.08 kw; Aur. 30.70 kw.	
	MICHIGAN		
Detroit	King Trendle B/cg Co.	Channel #5, 76-82 mc; Vis. 16 kw; Aur. 14 kw.	
	The Evening News Assn.	Channel #4, 66-72 mc; Vis. 17.1; Aur. 7.7 kw.	
	MISSOURI		
St. Louis	The Pulitzer Pub. Co.	Channel #4, 76-82 mc; Vis. 18.15 kw.	
	MINNESOTA		
St. Paul	KSTP, Inc.	Channel #5, 76-82 mc; Vis. 13.68 kw; Aur. 6.48 kw.	
	NEW MEXICO		
Albuquerque	Albuquerque B/cg Co.	Channel #2, 54.60 mc; Vis. 15 kw; Aur. 8 kw.	
	NEW YORK		
Buffalo	WBEN, Inc.	Channel #4, 66-72 mc; Vis. 14.4 kw; Aur. 7.2 kw; 378 ft.	
	OHIO		
Cleveland	N. B. C.	Channel #4, 66-72 mc; Vis. 19 kw; Aur. 19.5 kw.	
	Scripps-Howard Radio, Inc.	Channel #5, 76-82 mc; Vis. 40 kw; Aur. 37.4 kw.	
	OREGON		
Portland	Oregonian Pub. Co.	Channel #6, 78-84 mc; Vis. 10 kw; Aur. 11.2 kw.	
	PENNSYLVANIA		
Johnstown	WJAC, Inc.	Channel #13, 210-216 mc; Vis. 9 kw; Aur. 6.8; 971 feet.	
Philadelphia	The Phila. Inquirer, a Division of Triangle Pubs., Inc.	Channel #6, 82-86 mc; Vis. 18.1 kw; Aur. 9.3 kw.	

• OUTSTANDING CP'S FOR COMMERCIAL TV •

Location	*Licensee*	*Channel*	*Power Vis. Aural*
		RHODE ISLAND	
Providence	The Outlet Co.	Channel #11, 198-204 mc; Vis. and Aur. 50 kw.	
		TEXAS	
Dallas	KRLD Radio Corp.	Channel #4, 66-72 mc; Vis. 46 kw; Aur. to be determined; 519 ft.	
Fort Worth	Carter Pubs., Inc.	Channel #5, 76-82 mc; Vis. and Aur. 30.4 kw.	
		UTAH	
Salt Lake City	Intermountain B/cg Corp.	Channel #2, 54-60 mc; Vis. 13.2 kw; Aur. 7 kw.	
		VIRGINIA	
Richmond	Havens & Martin, Inc.	Channel #3, 60-66 mc; Vis. 12.16 kw; Aur. 6.4 kw.	

* Old Channel means one of the 18 channels assigned to commercial television stations prior to the Commission's allocation report of June 27, 1945.

**New Channel means one of the 13 channels finally assigned to commercial television stations by the Commission's allocation report of June 27, 1945.

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COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES

WBKB—W9XBK

CHICAGO

CHANNEL 2

Frequency.....67.25 mc.: 71.75 mc.
Power ..... 4 Kw.
Effective Signal Radiated.....796
Owned-Operated By.....Balaban & Katz Corp.
Business Address.....190 N. State St.
Phone Number.....Franklin 6446
Transmitter & Antenna Location.190 N. State St.
Time on the Air.....1-3 p.m.; 7:15-10 p.m.
News Service .....AP
Transcription Service.....World Broadcasting
Membership .....TBA Active

Personnel

Director of Television.....William C. Eddy
Promotion Manager.....Reginald Werrenrath
Purchasing Agent.....George W. Thomas
Program Manager.....A. Warren Jones
Publicity Director.....Helen Bolstad
Program Director.....A. Warren Jones
Production Manager.....Lewis D. Gomavitz
Chief Announcer.....Jack Gibney
Musical Director.....Jeanette Levin
Chief Engineer.....A. H. Brolly

FACILITIES

One studio, three camera chains (two for live talent and one for film), one mobile unit for outdoor pickups (not being used for the duration).

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W9XZV—(WTZR) W9XZC

CHICAGO

CHANNEL 1
(Experimental)

Frequency: W9XZV, 54-60 mc.; W9XZC, 512-528 mc. Power: Sight and Sound, 1000 Watts
Effective Radiated Signal.....1270
Owned-Operated By.....Zenith Radio Corp.
Business-Studio Address....6001 Dickens Ave.
Phone Number.....Berkshire 7500
Transmitter & Antenna Location..6001 Dickens Ave.
Time on the Air.....Unlimited license

Personnel

President-General Mgr.....E. F. McDonald, Jr.
Station Manager.....J. E. Brown

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W6XAO—(KTSL)

LOS ANGELES (HOLLYWOOD)—EST. 1931

CHANNEL 2

Frequency .....54-60 mc.; Power: 4 kw.
Effective Signal Radiated 5600
Owned-Operated By.....Don Lee Broadcasting System
Business Address .....5515 Melrose Ave.
Phone Number .....Hollywood 8255
Transmitter & Antenna Location....3800 Mount Lee Drive
Time on the Air.....Mondays: 6:30 p.m. to 10:00 p.m.; Tuesdays and Thursdays: 2:30 p.m. to 3.30 p.m.
News Service.....AP, NS, UP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, TBA

Personnel

President .....Thomas S. Lee
Executive Vice-President and General Manager Lewis Allen Weiss
Executive Vice-President and Assistant General Manager .....Willet H. Brown
Director of Television.....Harry R. Lubcke
Program Director .....Jack Stewart
Production Manager .....Ed Kemble
Publicity Relations Director.....Mark Finley
Chief Announcer .....Herb Twiss
Stage Director.....Ted Driscoll
Chief Engineer .....Harold Jury
Record MC.....John Courcier
Film Director.....Marjorie Campbell

FACILITIES

SYSTEM IN USE: 525 line 30-60 frame F.C.C., Standard, all electronic cathode-ray. Horizontal Polarization. Three Studio Cameras and film equipment. Two cameras of Orthicon type. Complete 100 ft. square two story television building housing one 100 ft. x 60 ft. x 30 ft.

television stage, one 46 ft. x 26 ft. x 16 ft., stage, monitor, film, transmitter, makeup, and lounge rooms, offices, shop, transformer vaults, etc. Three hundred foot tower, antenna elevation 2000 ft.

The Pasadena Community Playhouse and other organizations have presented plays such as Ibsen's "Master Builder," "Alice in Wonderland" and others.

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KTLA

HOLLYWOOD

EST. 1942

(Paramount Studio Lot)
CHANNEL 5

Frequency.....76-82 mc.; Power: Visual 4 Kw; Oral 1 Kw.
Owned-Operated By....Television Productions, Inc..
Business Address.....5451 Marathon St., Hollywood 38
Phone Number.....Hollywood 6363
Transmitter and Antenna Location..Mount Alta
Time on the Air.....Unlimited
News Service .....UP
Transcription Service .....World

Personnel

President .....Paul Raibourn
West Coast Dir.-Station Mgr...Klaus Landsberg
Sales Mgr.-Chief Announcer.Keith Hetherington
Musical Dir.....Rex Kepple
Engr. Supervisor.....Raymond M. Moore

FACILITIES

Equipment includes complete apparatus for studio as well as field operation. Cameras and transmitters were built by Allen B. DuMont Laboratories, Inc. and many additional units, including electronic special-effect equipment, were designed and built by Television Productions, Inc.

●

WABD

NEW YORK CITY

EST. 1943

CHANNEL 5

Frequency .....76-82 mc.
Power.....Sight, 4 kw.; Sound, 1¼ kw.
Owned-Operated By.....Allen B. Du Mont Laboratories, Inc.
Business-Studio Address....515 Madison Ave.
Studios....John Wanamaker, 9th St. & B'way
Phone Number.....PLaza 3-9800
Transmitter and Antenna Location.....515 Madison Ave.
Time on the Air.....3 to 5 p.m.; 8 to 9:30 p.m. Monday thru Friday.
News Service .....INS

Personnel

President.....Dr. Allen B. Du Mont
General Manager of Television Division .....Ernest A. Mark
Station Manager.....Samuel H. Cuff
Transmitting Equipment Sales Mgr. .....H. E. Taylor, Jr.
Director of Commercial Operations .....Louis A. Sposa
Manager of Station Program Dept. .....Robert Emery
Publicity Director.....John McKay
Chief Announcer .....Dennis James
Chief Engineer.....Dr. T. T. Goldsmith, Jr.

FACILITIES

The 160-foot tower of WABD atop a 42-story building raises the antenna to 650 feet above sea level. Covering a service range of 35 to 50 miles, the station has regular viewers as distant as 100 miles. It is completely equipped by Du Mont Laboratories. WABD has two studios for live talent shows as well as film-projection facilities. It operates on a commercial license.

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WCBS* — TV

NEW YORK CITY

CHANNEL 2

Frequency .....54-60 mc.; Sight, 4 kw; Sound, 3.5 kw.
Owned-Operated By...Columbia Broadcasting System
Business Address.....15 Vanderbilt Ave.
Phone Number.....Murray Hill 6-6340
Studio Address.....15 Vanderbilt Ave.
Transmitter & Antenna Location.....Chrysler Tower
Time on the Air.....Life studio shows: Thursdays; Saturdays and Sundays. Remote and mobile pickups: On all 7 days according to availabilities.
News Service .....AP
Transcription Service .....Associated
Membership .....NAB

Personnel

V.P. in Charge of Television .....Lawrence W. Lowman
Director of Television..Worthington C. Miner
Director of Plans Division.....Leonard Hole
Commercial Manager....George L. Moskovics
Actg. Dir. of Tele. Programs.Benj. F. Feiner, Jr.
Director of Operations....Merritt H. Coleman
Manager of Technical Operations..Paul Wittlig
Manager of Production.....Charles Holden
Manager of Press Information..James J. Kane
Art Director.....James McNaughton
Dir. of News — Special Events..Robert Bendick
Director of Sports.....Robert R. Edge

* Formerly WCBW

WMJT

MILWAUKEE

CHANNEL 3
(C. P. Only)

Owned-Operated By.....The Journal Co.
Business Address.....333 W. State St.
Studio Address.....720 East Capitol Drive
Phone Number .....Marquette 6000
Transmitter & Antenna Location.....720 East Capitol Drive
Newspaper Affiliation.....The Journal Co.

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WNBT

NEW YORK CITY
EST. 1941

CHANNEL 4

Frequency .....66-72 mc.
Power Sight, 5000 Watts; Sound, 3000 Watts
Effective Signal Radiated 1800
Owned-Operated By.....National Broadcasting Co.
Business Address.....30 Rockefeller Plaza
Phone Number .....CIrcle 7-8300
Studio Address.....30 Rockefeller Plaza
Transmitter & Antenna Location.....Empire State Bldg. Tower
Time on the Air. Approx. 20-34 hours per week

Personnel

NBC President.....Neil Trammell
NBC Vice-President, in Charge of Television.....John F. Royal
NBC V.-P. & Chief Engineer....O. B. Hanson
Manager of Television Dept...Noran E. Kersta
Mgr. NBC Tele Promotion...Charlotte F. Stern
Executive Producer.....Warren Wade
Mgr. NBC Press Dept.....Sydney H. Eiges
Television Press Editor.....Allan H. Kalmus
Eastern Sales Manager.....Reynold R. Kraft

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WPTZ

PHILADELPHIA

CHANNEL 3

Frequency .....60-66 mc.; Sight, 4 Kw.; Sound, 4 Kw.
Effective Signal Radiated...Approximately 335
Owned-Operated By.....Philco Television Broadcasting Corp.
Business Address.....1800 Architects Bldg., 17th and Sansom Sts.
Phone Number .....Locust 7-7136
Transmitter & Antenna Location.....1300 E. Mermaid Ave., Wyndmoor, Philadelphia, Pa.
Transcription Service.....Lang-Worth

Personnel

Vice President & Gen. Mgr.....E. B. Loveman
Business Manager .....Rolland V. Tooke
Program Director .....Ernest Walling
Chief Engineer .....Raymond J. Bowley

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WRGB

SCHENECTADY, N. Y.

CHANNEL 4

Frequency.....66-72 mc.; Power: Visual, 40,000 Watts, Oral, 20,000 Watts
Owned-Operated By.....General Electric Co.
Effective Signal Radiated 3100
Business Address.....60 Washington Ave.
Phone Number .....4-2211, Ext. 4926
Transmitter & Antenna Location.....New Scotland, N. Y.
Time on the Air.....Average Seven Hours Weekly locally; relay average 10 hours weekly from N. Y.
News Service .....AP, UP
Transcription Service..Thesaurus, Lang-Worth
Membership .....NAB

Personnel

Vice President & Manager of Broadcasting .....R. S. Peare
Asst. Manager of Broadcasting....B. J. Rowan
Station Manager .....G. E. Markham
Assistant to the Station Manager .....R. W. Welpott
Supervisor, Station Sales & Promotion .....A. G. McDonald
Supervisor of Production.....Helen T. Rhodes
Supervison of Scripts.....T. B. Beebe
Supervisor of News.....W. T. Meenam
Supervisor of Music.....A. O. Coggeshall
Engineer .....W. J. Purcell

FACILITIES

Technical facilities of Station WRGB include a direct pickup studio for live talent productions, located at 60 Washington Ave., Schenectady. It is fitted with five camera channels. A film scanning room has two cameras and three motion picture projectors—two for 35 mm. and one for 16 mm. films. Film slide, lantern slide and projectors of small opaque pictures and objects are also available.

Signals from the WRGB transmitter, located in the Helderberg mountains, New Scotland, N. Y., near Schenectady, are received over a service area with a radius of approximately 50 miles, which includes the Troy-Albany-Schenectady area.

WRGB claims the first television relay station, picking up programs from NBC in New York City, 129 miles away, and relaying them to the Capitol district.

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VIDEO TELEVISION, Inc.

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IMMEDIATE REPAIR POLICY

Members of Radio & Tele Industry

In answer to the growing need for fast, efficient, complete service of any television receivers.

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Which Main Features Include

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- **24-Hour Service**

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VIDEO TELEVISION, INC.

For the Best in Television Service, It's

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FREQUENCY MODULATION



FM—Future Standard System

•

FM Association—Personnel

•

The FCC's Favorable FM Policy

•

1947—The Year Of FM

•

FM Stations In Operation

•

Authorized CP's For FM Stations

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FM News Highlights Of 1946

For the *greatest*

in news reliability . .

AP

WFMO

Fidelity

Media Broadcasting Corp.

JERSEY CITY'S

Only FM *Station*

106.3 Mc.-Channel 292

26 Journal Square

Jersey City New Jersey

FM—FUTURE STANDARD SYSTEM

By ROY HOFHEINZ, *President, FM Association*



Roy Hofheinz

WITHIN a short period of time FM will become the standard system of broadcasting in the United States.

I say that without reservation. The American people demand the best. When an improvement is made in a commodity of daily use, the people not only accept, but demand the improved product.

Frequency modulation is an improved method of broadcasting. To assist the American public to learn of this improvement over AM the FMA will sponsor a nationwide promotion campaign.

•

Our objectives, as set forth in our constitution, are these:

1. To encourage the development of Frequency Modulation broadcasting.
2. To publicize the superior qualities of FM as an improved broadcasting service to the public.
3. To disseminate information among the members of this Association regarding the general problems incident to FM operation.
4. To cooperate with receiver and transmitter manufacturers, and other suppliers of FM equipment and services with the objective of establishing the widespread operation of FM stations as rapidly as possible.
5. To act as liaison between its members, the Federal Communications Commission and other agencies and organizations on the continuing overall problems affecting FM broadcasting.

•

To accomplish these objectives the FMA has established national headquarters in Washington. We have employed as paid executive director J. N. (Bill) Bailey, who is charged with carrying out the policies of FMA as formulated by an Executive Committee under our constitution.

Our overall immediate objective is three-fold:

1. To acquaint the public with the advantages and qualities of FM reception in contrast to previous methods of broadcasting.
2. To advise FM broadcasters of various methods of promotion that may be utilized in acquainting local audiences, dealers and advertisers with the potentialities of FM broadcasting.
3. To work in close liaison with the FCC in the consideration of FM broadcasting problems.

We accept, with pleasure, the invitation of FCC Chairman Charles R. Denny to meet at regular intervals with the Commission to discuss mutual problems on an informal basis, that we might better understand each other. To accomplish that purpose the FMA has created a liaison committee composed of Wayne Coy of WINX-FM, Everett L. Dillard of KOZY and WASH, Gordon Gray of WMIT, C. M. Jansky Jr. of Jansky & Bailey, and Leonard H. Marks, FMA general counsel. I will serve with the committee.

•

We plan a monthly release containing various ideas on successful promotion as gathered from all members of the FMA. We anticipate setting up an exchange whereby methods of trade practices which have proved successful in some markets will be passed on to new stations. Audience promotion is another phase.

We will maintain up-to-the-minute information from set manufacturers on production and expected production for the immediate future.

•

A flood of sets is just beginning to roll from the production lines. By mid-year FM receivers in all price ranges will be available for hundreds of thousands of homes.

We are urging our members on interim operation to make it clear to their listeners that they are operating at reduced power. We strongly urge our members to increase power to the full authorized effective radiated power at the earliest possible moment.

Some broadcasters have stated publicly that FM as a commercial medium "has not arrived." That is not true. At the beginning of 1947 at least six members of FMA were operating FM stations out of the red or at a profit.

FM Association

DENRIKE BUILDING, 1010 VERMONT AVE., WASHINGTON, D. C.
Telephone: National 1612

J. N. Bailey.....*Executive Director* Leonard H. Marks..*General Counsel*

OFFICERS

Roy Hofheinz.....*President* Frank Gunther.....*Secretary*
Everett L. Dillard.....*Vice-President* Arthur Freed.....*Treasurer*

BOARD OF DIRECTORS

Terms Ending December 31, 1947

Wayne Coy Ira Hirschmann
Gordon Gray E. J. Hodel

Terms Ending December 31, 1948

Leonard L. Asch Raymond F. Kohn
Frank Gunther Stanley M. Ray, Jr.

Terms Ending December 31, 1949

W. R. David Roy Hofheinz
Everett L. Dillard C. M. Jansky, Jr.

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Leonard L. Asch W. R. David
Wayne Coy Everett L. Dillard

FCC LIAISON COMMITTEE

Roy Hofheinz, *Ex-Officio Chairman*

Wayne Coy Gordon Gray
Everett L. Dillard C. M. Jansky, Jr.
Leonard H. Marks

THE FCC'S FAVORABLE FM POLICY

By MANNING CLAGETT, *Washington Bureau, RADIO DAILY*

IN WORDS and deeds, the FCC is actively and persistently pushing FM Broadcasting. Make no mistake about that. The Commission right down the line is convinced that FM will shove AM Broadcasting back into history. As Charles R. Denny put it: "FM is not coming, it's here." And here to stay. From Commission economist to engineer you'll get the same answer to the general FM question: will FM supplant AM?

•

Split the question into "when's" and "how's" and the answers diverge within the Commission, though not so widely as among broadcasters. Standard broadcasting is still the oldest broadcasting baby and will fight in varying degrees the inroads of its FM cousin. The Commission during the year splurged with FM grants —total of more than 100 FM stations putting out programs in some form or another at the year's end and a total of more than 1,000 FM applicants. But while this FM activity was going on, AM stations climbed above 1,000 for the first time. More and more CP's for new AM stations were being granted in areas where an FM station would have given better coverage. Large AM licenses and even networks were paying whopping prices for other established standard stations—prices far and above what an FM station would cost.

•

All this was being done when AM was supposed to be fighting for its life. Criticism—some of it from within the Commission itself—was leveled at the FCC's apparent practice of spending more time on AM applicants than on FM. For a while the Commission was concerned over the large number of AM licenses who were climbing aboard the FM bandwagon. This in a field where the "little" broadcaster, the veteran, the independent were to be given their big broadcasting chance. FM broadcasting was not to be such a select, tight circle. A ceiling was put on the number of hours for FM duplication of AM programs for a joint operation. Finally, the Commission majority threw off all restrictions and called on all AM licensees to join the FM party and duplicate programs to their heart's content. All of which wraps FM up a little tighter for the AM customer. Whether this is good or bad only a few more years of history will tell. It's Commission policy and it will fatten the number of FM licenses and speed the demise of AM.

•

Another question plaguing the Commission for a while—and still does—was the dirth of FM receivers. Commission comments ranged from charges of outright sabotage by manufacturers to "suggestions" that radio manufacturers step up their production of FM receivers. It was the well-known vicious circle of economics. The manufacturers claimed there was no market for FM sets because there were few FM stations. Prospective FM broadcasters said an FM station wouldn't pay because there were few sets to receive the programs and make the investment pay. So more and more applicants first got an AM grant, then obtained an FM grant and made enough money, they said, so they duplicate programs and not worry for the moment about the handful of FM sets. With the year's end, though, FM production began climbing, although still not keeping pace with the number of stations. As was expected, what FM sets there are produced are in combination with AM. These FM-AM combination sets still are high in price but, as shown by the history of AM sets, after early days of fabulous prices came days of prices better designed to fit average pocketbooks.

•

So, maybe you can blame it all on growing pains. Whenever or however AM is knocked out—FM is the broadcasting baby that can do it.

So it is that Denny can get full backing in speaking for the FCC when he said:

"The Commission has expressly authorized me to say to you again that it is our opinion that FM is the finest aural broadcasting system attainable in the present state of the radio art."

1947—THIS IS THE FM YEAR

By IRA HIRSCHMANN, *President, WABF*

WITH the predictions of manufacturers that there will be three to five million FM Sets manufactured and distributed through the 1947 year, it looks as if finally, FM, the new superior form of broadcasting, will come into its own.

There should be no fear or concern on the part of present broadcasters from the addition of this new means of transmission. and we all fervently hope that the days of timidity are past. The American people have always welcomed improved services of any kind, and business has been able not only to absorb them, but to thrive from the invigoration of new competition.

New blood is desirable in all industry. Radio especially can use it. It has grown fast, somewhat like Topsy. With its great contribution it has also been subject to some abuses and excesses. This is natural.

•

Newspaper and magazine advertising went through a rough evolution before they settled down to standards of accepted practices. Look through your advertising of several decades ago, and you will find "medicine-man" advertising and tactics, the use of highly colored and exaggerated statements to sell products. Gradually advertisers learned that the American people did not need to be screamed at, fooled, kidded or lied to; that the best way to sell was to tell the truth simply, interestingly and informatively. Also advertisers learned that the best typography, superior art and the employment of the finest Art Directors paid in the long run; that the purchase of space was merely automatic; that what went into the space, the message and the technique in the presentation was what counted.

•

The same development must occur in radio advertising. That radio advertising has in many ways put its worst foot forward in its beginning period is unfortunate but not incurable. That people do want to be shouted at in their living rooms, bedrooms or bathrooms is obvious. Yet it goes on every minute of the day. Announcers use stentorian voices. Even if the audiences were in a market place or in a public square, this variation of radio demagoguery would be unconvincing. Considering the fact that most of it reaches right into the intimacy of people's homes, no wonder that there is too much clicking off of radios and resentment against advertising bilge.

There are signs of awakening. Recently advertisers, agencies and radio stations have heard the murmur of resentment among their listeners. They have begun to realize how quickly it can grow into a chorus. They have become aware of the fact that the average person does not necessarily have average taste; that radio is not a medium for talking down to people; that it is not necessary to distract them to inspire them to purchase something out of an emotional urge. Programs are showing some improvement. This will increase.

•

FM offers that new opportunity for a better type of program in the public interest; not necessarily austere or "highbrow" (to employ a much abused word), but a service aimed not below the belt of the customer or hitting at the least common denominator. With a more faithful means of transmission, a truer, more faithful program service will be a direct answer to the people's long-felt desires.

•

Nor is this said in derogation of radio's prodigious contribution and public service in the last quarter of a century. Where it has been used and not abused, it has provided a new dimension in the life of our people. The opening up of endless reservoirs of experience from great music, has made this a nation more alive to the possibilities of fulfillment from this world of culture which heretofore was available to the few instead of the many.

During the war radio was the clarion call to people, and the medium of information which kept us aware of each move of the war's progress and of our duty. In the field of entertainment the nation has been vastly distracted, if not always entertained.

•

Some major improvements are called for in the need for the full truth in public information and in programs which might loosely be called "educational."

FM Broadcast Stations In Operation

As of Jan. 15, 1947

ACCORDING to the FCC nearly all FM stations are employing interim equipment pending completion of full construction, and in some instances operation may be interrupted due to equipment changes and construction. Nearly fifty of the stations listed were licensed before the war, and some of these stations are continuing to operate equipment in the old FM band on a temporary basis.

Temporary frequency assignments are noted by asterisks.

Call Letters	Licensee — Location	Old FM Band	New FM Band
	ALABAMA		
WAFM	Voice of Birmingham Birmingham		94.3 Mc
	CALIFORNIA		
KRFM	J. E. Rodman Fresno		102.3 Mc
KHJ-FM	Don Lee Broadcasting System Los Angeles		99.7 Mc
KRCC	Contra Costa Broadcasting Co. Richmond		104.7 Mc
KPOR	The Broadcasting Corp. of America Riverside		102.1 Mc
KANY	McClatchy Broadcasting Co. Sacramento		102.5 Mc
KFMB-FM	The Jack Gross Broadcasting Co. San Diego		100.5 Mc
KRON	The Chronicle Publishing Co. San Francisco		96.1 Mc
KJBS-FM	K J B S Broadcasters San Francisco		98.5 Mc
KGDM-FM	E. F. Peffer Stockton		101.3 Mc
	CONNECTICUT		
WTIC-FM	The Travelers Broadcasting Service Corp. Hartford	45.3 Mc	106.7 Mc*
WDRC-FM	W D R C, Incorporated Hartford	46.5 Mc	106.3 Mc*
	DISTRICT OF COLUMBIA		
WASH	Commercial Radio Equipment Co.		98.9 Mc
WINX-FM	W I N X Broadcasting Co.	43.2 Mc	92.9 Mc

Call Letters	Licensee — Location	Old FM Band	New FM Band
	FLORIDA		
WQAM-FM	Miami Broadcasting Co. Miami		95.5 Mc
WIOD-FM	Isle of Dreams Broadcasting Corp. Miami		97.5 Mc
WKAT-FM	A. Frank Katzentine Miami Beach		96.7 Mc
WWPG-FM	Palm Beach Broadcasting Corp. Palm Beach		97.9 Mc
WCOA-FM	Pensacola Broadcasting Co. Pensacola		92.9 Mc
	GEORGIA		
WRBL-FM	Columbus Broadcasting Co. Columbus		96.7 Mc
WGBA	Georgia-Alabama Broadcasting Corp. Columbus		96.3 Mc
WBML-FM	Middle Georgia Broadcasting Co. Macon		102.3 Mc
WMAZ-FM	Southeastern Broadcasting Co. Macon		101.9 Mc
WSAV-FM	W S A V, Inc. Savannah		98.9 Mc
WTOC-FM	Savannah Broadcasting Co. Savannah		98.5 Mc
	IDAHO		
KIDO-FM	K I D O, Inc. Boise		102.1 Mc
	ILLINOIS		
WBBM-FM	Columbia Broadcasting System, Inc. Chicago		99.3 Mc
WDLM	Moody Bible Institute of Chicago Chicago		99.7 Mc
WGNB	W G N, Inc. Chicago	45.9 Mc	98.9 Mc
WEFM	Zenith Radio Corp. Chicago	45.1 Mc	98.5 Mc
WSOX-FM	Commodore Broadcasting, Inc. Decatur		98.7 Mc
WFJS	Freeport ournal-Standard Publishing Co. Freeport		102.1 Mc
WMIX	Mt. Vernon Radio & Television Co. Mt. Vernon		103.7 Mc
	INDIANA		
WMLL	Evansville on the Air, Inc. Evansville		94.7 Mc
WOWO-FM	Westinghouse Radio Stations, Inc. Ft. Wayne	44.9 Mc	95.9 Mc
WABW	Associated Broadcasters, Inc. Indianapolis	47.3 Mc	
WSBF	South Bend Tribune South Bend		101.3 Mc

Call Letters	Licensee — Location	Old FM Band	New FM Band
	IOWA		
KBUR-FM	Burlington Broadcasting Company Burlington		99.3 Mc
	KANSAS		
KTJS	The Topeka State Journal, Inc. Topeka		102.9 Mc
WIBW-FM	Topeka Broadcasting Assn., Inc. Topeka		102.5 Mc
	KENTUCKY		
WPAD-FM	Paducah Broadcasting Company Paducah		96.9 Mc
	LOUISIANA		
KPDR-FM	Central Louisiana Broadcasting Corp. Alexandria		100.5 Mc
WBRL	Baton Rouge Broadcasting Co., Inc. Baton Rouge		96.1 Mc
WRCM	Supreme Broadcasting System, Inc. New Orleans		95.3 Mc
WTPS	Times Picayune Publishing Co. New Orleans		94.5 Mc
WWLH	Loyola University New Orleans		94.9 Mc
	MARYLAND		
WITH-FM	Maryland Broadcasting Company Baltimore		102.5 Mc
	MASSACHUSETTS		
WBZ-FM	Westinghouse Radio Stations, Inuc. Boston	46.7 Mc	100.7 Mc
WMNE	The Yankee Network, Inc. Studio——Boston Transmitter—Mt. Washington, N. H....	43.9 Mc	98.1 Mc
WGTR	The Yankee Network, Inc. Boston	44.3 Mc	103.1 Mc
WFMR	E. Anthony & Sons, Inc. New Bedford		97.3 Mc
WBZA-FM	Westinghouse Radio Stations, Inc. Springfield	41.1 Mc	97.1 Mc
WTAG-FM	W T A G, Inc. Worcester		102.7 Mc
	MICHIGAN		
WBCM-FM	Bay City Broadcasting Co., Inc. Bay City		97.9 Mc
WLOU	Booth Radio Stations, Inc. Detroit		96.5 Mc
WELL-FM	Federated Publications, Inc. Battle Creek		102.1 Mc
WENA	The Evening News Association	44.5 Mc	96.9 Mc

Call Letters	Licensee — Location	Old FM Band	New FM Band
	MINNESOTA		
WTCN-FM	Minnesota Broadcasting Corp. Minneapolis		97.1 Mc
KROC-FM	Southern Minnesota Broadcasting Co. Rochester		94.7 Mc
KSTP-FM	K S T P, Inc. St. Paul		102.1 Mc
	MISSOURI		
WMBH-FM	Joplin Broadcasting Co. Joplin		102.3 Mc
KOZY	Commercial Radio Equipment Co. Kansas City		99.9 Mc
KMBC-FM	Midland Broadcasting Co. Kansas City	46.5 Mc	97.9 Mc
WIL-FM	Missouri Broadcasting Corporation St. Louis		92.1 Mc
KWK-FM	Thomas Patrick, Inc. St. Louis		95.3 Mc
	NEBRASKA		
KOAD	World Publishing Co. Omaha		92.5 Mc
	NEW JERSEY		
W2XMN (WFMN)	Edwin H. Armstrong Alpine	44.1 Mc	
W2XEA (WFMN)	Edwin H. Armstrong Alpine		92.1 Mc*
	NEW YORK		
WNBF-FM	Wylie B. Jones Advertising Agency Binghamton	44.9 Mc	96.3 Mc
WBEN-FM	W B E N, Inc. Buffalo		92.1 Mc
WEBR-FM	W E B R, Inc. Buffalo		92.5 Mc
WWHG	The W. H. Greenhow Co. Hornell		99.9 Mc
WHCU-FM	Cornell University Ithaca		101.3 Mc
WNYC-FM	City of New York, Municipal Broadcasting System New York		95.3 Mc
WCBS-FM	Columbia Broadcasting System, Inc. New York		96.9 Mc
WGHF	Wm. G. H. Finch New York		99.7 Mc

Call Letters	Licensee — Location	Old FM Band	New FM Band
WQXQ	Interstate Broadcasting Company New York	45.9 Mc	97.7 Mc
WMGM	Marcus Loew Booking Agency New York		99.3 Mc
WABF	Metropolitan Television, Inc. New York	47.5 Mc	98.5 Mc
WGYN	Muzak Radio Broadcasting Station, Inc. New York		96.1 Mc
WNBC-FM	National Broadcasting Co., Inc. New York		97.3 Mc
WHFM	Stromberg-Carlson Co. Rochester	45.1 Mc	98.9 Mc
WHEF	W H E C, Inc. Rochester	44.7 Mc	96.9 Mc
WRUN	Rome Sentinel Co. Rome		98.3 Mc
WBCA	Capitol Broadcasting Co., Inc. Schenectady	44.7 Mc	
WGFM	General Electric Co. Schenectady	48.5 Mc	100.7 Mc
WSYR-FM	Central New York Broadcasting Corp. Syracuse		93.5 Mc
WTRI	Troy Broadcasting Co., Inc. Troy		102.3 Mc
WIBX-FM	W I B X, Inc. Utica		97.9 Mc
WHLD-FM	Niagara Falls Gazette Publishing Co. Niagara Falls		95.7 Mc
	NORTH CAROLINA		
WBBB-FM	Alamance Broadcasting Co., Inc. Burlington		101.3 Mc
WGBR-FM	Eastern Carolina Broadcasting Co., Inc. Goldsboro		99.7 Mc
WMFR-FM	Radio Station WMFR High Point		97.7 Mc
WRAL-FM	Capitol Broadcasting Co. Raleigh		95.3 Mc
WMIT	Gordon Gray Winston-Salem	44.1 Mc	97.3 Mc
	OHIO		
WLWA	The Crosley Broadcasting Corp. Cincinnati		98.1 Mc
WELD	RadiOhio, Inc. Columbus	44.5 Mc	94.5 Mc
WFOB	Laurence W. Harry Fostoria		105.1 Mc
WFRO	Robert F. Wolfe Co. Fremont		104.7 Mc
WTOD-FM	Unity Corporation, Inc. Toledo		97.7 Mc

Call Letters	Licensee — Location	Old FM Band	New FM Band
WRRN-FM	Nied & Stevens Warren		104.3 Mc
WCMW-FM	Stark Broadcasting Corp. Canton		96.3 Mc
	OKLAHOMA		
KMUS	Muskogee Broadcasting Co. Muskogee		92.1 Mc
KTOK-FM	K T O K, Inc. Oklahoma City		100.5 Mc
KOCY-FM	Plaza Court Broadcasting Co. Oklahoma City		98.5 Mc
WKY-FM	W K Y Radiophone Co. Oklahoma City		98.9 Mc
	OREGON		
KGW-FM	Oregonian Publishing Co. Portland		95.3 Mc
KPRA	Pacific Radio Advertising Service Portland		95.7 Mc
KPFM	Broadcasters Oregon, Ltd. Portland		94.9 Mc
	PENNSYLVANIA		
WHP-FM	W H P, Inc. Harrisburg		97.3 Mc
WPEN-FM	Wm. Penn Broadcasting Co. Philadelphia		99.5 Mc
WIP-FM	Pennsylvania Broadcasting Co. Philadelphia		97.5 Mc
WCAU-FM	WCAU Broadcasting Co. Philadelphia		102.7 Mc
KYW-FM	Westinghouse Radio Stations, Inc. Philadelphia	45.7 Mc	100.3 Mc
WFIL-FM	Triangle Publications, Inc. Philadelphia	45.3 Mc	99.9 Mc
KDKA-FM	Westinghouse Radio Stations, Inc. Pittsburgh	47.5 Mc	92.9 Mc
WEAX	Peoples Broadcasting Co. Lancaster		92.3 Mc
WMOT	W W S W, Inc. Pittsburgh		94.5 Mc
WIZZ	Scranton-Wilkes-Barre-Pittston Broadcasting Co., Inc. Wilkes-Barre		103.3 Mc
WGAL-FM	W G A L, Inc. Lancaster		92.7 Mc
	SOUTH CAROLINA		
WSPA-FM	Spartanburg Advertising Co. Spartanburg		92.1 Mc

Call Letters	Licensee — Location	Old FM Band	New FM Band
	TENNESSEE		
WTJS-FM	The Sun Publishing Co., Inc. Jackson		95.1 Mc
WROL-FM	S. E. Adcock Knoxville		93.1 Mc
WAPO-FM	Ramon G. Patterson, et al, d/b as WAPO Broadcasting System, Chattanooga		97.9 Mc
	TEXAS		
KERA	A. H. Belo Corporation Dallas		94.3 Mc
KOPY	Texas Star Broadcasting Co. Houston		98.5 Mc
KPRC-FM	Houston Printing Corporation Houston		99.7 Mc
KISS	The Walmac Co. San Antonio		100.1 Mc
KYFM	Express Publishing Co. San Antonio		101.5 Mc
WOAI-FM	Southland Industries, Inc. San Antonio		102.3 Mc
KCMC-FM	K C M C, Inc. Texarkana		92.5 Mc
KTRN	Times Publishing Co. of Wichita Falls Wichita Falls		97.7 Mc
	UTAH		
KSL-FM	Radio Service Corp. of Utah Salt Lake City		100.1 Mc
	VIRGINIA		
WSVA-FM	Shenandoah Valley Broadcasting Corp. Harrisonburg		94.3 Mc
WCOD	Havens & Martin, Inc. Richmond		92.5 Mc
WSAP-FM	Portsmouth Radio Corp. Portsmouth		94.7 Mc
WINC-FM	Richard Field Lewis, Jr. Winchester		96.3 Mc
	WEST VIRGINIA		
WCFC	Beckley Newspapers Corp. Beckley		101.1 Mc
WJLS-FM	Joe L. Smith, Jr. Beckley		100.7 Mc
	WISCONSIN		
WTMJ-FM	The Journal Company (The Milwaukee Journal) Milwaukee	45.5 Mc	92.3 Mc
WDUL	Head of the Lakes Broadcasting Co. Superior		92.3 Mc
	WYOMING		
KFBA	Frontier Broadcasting Co. Cheyenne		95.7 Mc

Construction Permits For FM Stations

Granted By The FCC As Of Jan. 15, 1947

ALABAMA

City	Permittee	Channel	Power
ANNISTON	Harry M. Ayers	103.9 mc.	24 kw.
BIRMINGHAM	Birmingham Bdgt. Co., Inc.	93.9 mc.	30 kw.
BIRMINGHAM	The Birmingham News Co.	93.1 mc.	370 kw.
BIRMINGHAM	Johnston Broadcasting Co.	93.5 mc.	40 kw.
BIRMINGHAM	Voice of Alabama, Inc.	94.3 mc.	13.7 kw.
MOBILE	Giddens & Rester	97.9 mc.	10.8 kw.
MOBILE	Mobile Daily Newspapers, Inc.	94.1 mc.	51 kw.
MOBILE	Pape Broadcasting Co.	102.1 mc.	32.5 kw.
MONTGOMERY	Montgomery Broadcasting Co., Inc.	100.5 mc.	29.7 kw.

ARKANSAS

FORT SMITH	Donald W. Reynolds	101.3 mc.	180 kw.
FORT SMITH	Southwestern Hotel Co.	95.7 mc.	9 kw.

CALIFORNIA

ALAMEDA	Times-Star Publishing Co.	105.9 mc.	750 watts
BEVERLY HILLS	Beverly Hills Broadcasting Co., Inc.	104.7 mc.	760 watts
EUREKA	Redwood Broadcasting Co., Inc.	93.9 mc.	2 kw.
FRESNO	The George Harm Station	101.9 mc.	24.5 kw.
LOS ANGELES	Metro-Goldwyn-Mayer Studios, Inc.	100.1 mc.	4.8 kw.
MARYSVILLE	Marysville-Yuba City Broadcasters, Inc.	92.7 mc.	4.7 kw.
MARYSVILLE	Sacramento Valley Broadcasters	92.3 mc.	38 kw.
OAKLAND	Tribune Building Co.	94.1 mc.	20 kw.
OAKLAND	Warner Brothers	97.3 mc.	10 kw.
ONTARIO	The Daily Report	104.3 mc.	310 watts
PALO ALTO	Peninsula Newspapers, Inc.	104.3 mc.	770 watts
PASADENA	Rose Bowl Broadcasters, Ltd.	105.1 mc.	180 watts
RICHMOND	Contra Costa Broadcasting Co.	104.7 mc.	500 watts
RIVERSIDE	Broadcasting Corp. of America	102.1 mc.	20 kw.
SACRAMENTO	Lincoln Dellar	102.9 mc.	9.3 kw.
SAN BERNARDINO	Lee Brothers Broadcasting Co.	103.3 mc.	470 watts
SAN BERNARDINO	The Sun Co. of San Bernardino	103.7 mc.	6.4 kw.
SAN DIEGO	Airfan Radio Corp., Ltd.	100.9 mc.	33 kw.
SAN FRANCISCO	American Broadcasting Co., Inc.	96.9 mc.	1.6 kw.
SAN FRANCISCO	The Associated Broadcasters, Inc.	98.1 mc.	14 kw.
SAN FRANCISCO	KJBS Broadcasters	98.5 mc.	35 kw.
SAN JOSE	Santa Clara Broadcasting Co.	105.5 mc.	1 kw.
SAN JOSE	Valley Broadcasting Co.	100.5 mc.	10 kw.
SAN LUIS OBISPO	The Valley Electric Co.	92.3 mc.	11 kw.
SANTA MARIA	Santa Maria Daily Times	104.3 mc.	336 watts
SAN MATEO	Amphlett Printing Co.	105.1 mc.	820 watts
STOCKTON	C. F. Peffer	101.3 mc.	39 kw.

CONNECTICUT

MERIDEN	Silver City Crystal Co.	92.7 mc.	7 kw.
NEW BRITAIN	New Britain Broadcasting Co.	95.1 mc.	20 kw.
NEW HAVEN	The Colony Broadcasting Corp.	100.5 mc.	20 kw.
NEW HAVEN	Elm City Broadcasting Corp.	102.9 mc.	20 kw.
NEW LONDON	Thames Broadcasting Corp.	97.9 mc.	20 kw.
WATERBURY	American Republican, Inc.	100.1 mc.	10.2 kw.

• • • FM APPLICATIONS GRANTED • • •

City	Permittee	Channel	Power
DELAWARE			
WILMINGTON	Delaware Broadcasting Co.	101.1 mc.	20 kw.
DISTRICT OF COLUMBIA			
WASHINGTON	Capital Broadcasting Co.	100.9 mc.	20 kw.
WASHINGTON	Commercial Radio Equipment Co.	101.3 mc.	20 kw.
WASHINGTON	Cowles Broadcasting Co.	100.5 mc.	20 kw.
WASHINGTON	Evening Star Broadcasting Co.	94.1 mc.	20 kw.
WASHINGTON	Theodore Granik	93.7 mc.	20 kw.
WASHINGTON	Metropolitan Broadcasting Corp.	101.7 mc.	20 kw.
WASHINGTON	National Broadcasting Co.	94.5 mc.	20 kw.
WASHINGTON	Potomac Broadcasting Cooperative, Inc.	93.3 mc.	20 kw.
WASHINGTON	WINX Broadcasting Co.	92.9 mc.	20 kw.
FLORIDA			
CORAL GABLES	Southern Media Corp.	104.3 mc.	270 watts
DAYTONA BEACH	News-Journal Corp.	94.5 mc.	8.5 kw.
JACKSONVILLE	City of Jacksonville	96.3 mc.	159 kw.
JACKSONVILLE	Florida Broadcasting Co.	95.9 mc.	20 kw.
JACKSONVILLE	Jacksonville Broadcasting Co.	97.5 mc.	40 kw.
JACKSONVILLE	The Metropolis Co.	96.7 mc.	35 kw.
MIAMI	Isle of Dreams Broadcasting Corp.	97.5 mc.	34 kw.
MIAMI	Miami Broadcasting Co.	95.5 mc.	49 kw.
MIAMI BEACH	A. Frank Katzentine	96.7 mc.	306 kw.
ORLANDO	Orlando Daily Newspapers, Inc.	99.5 mc.	47 kw.
PALM BEACH	Palm Beach Broadcasting Corp.	97.9 mc.	22 kw.
PENSACOLA	Pensacola Broadcasting Co.	92.9 mc.	5.5 kw.
ST. PETERSBURG	Pinellas Broadcasting Co.	92.1 mc.	37. kw.
TALLAHASSEE	Capital City Broadcasting Corp.	104.3 mc.	710 watts
TAMPA	The Tribune Co.	93.3 mc.	46 kw.
WEST PALM BEACH	WJNO, Inc.	99.1 mc.	49 kw.
GEORGIA			
ATLANTA	The Constitution Publishing Co.	93.1 mc.	20 kw.
AUGUSTA	Augusta Broadcasting Co.	94.5 mc.	30 kw.
AUGUSTA	Augusta Chronicle Broadcasting Co.	94.9 mc.	15 kw.
COLUMBUS	Columbus Broadcasting Co.	96.7 mc.	12 kw.
COLUMBUS	Georgia-Alabama Broadcasting Corp.	96.3 mc.	9.4 kw.
COLUMBUS	Radio Columbus Inc.	97.1 mc.	10.4 kw.
MACON	Middle Georgia Broadcasting Co.	102.3 mc.	36 kw.
MACON	Southeastern Broadcasting Co.	101.9 mc.	32 kw.
MOULTRIE	John F. Pidcock	100.3 mc.	10.4 kw.
ROME	Rome Broadcasting Corp.	100.9 mc.	1.4 kw.
SAVANNAH	Savannah Broadcasting Co.	98.5 mc.	45 kw.
SAVANNAH	WSAV, Inc.	98.9 mc.	11 kw.
TOCCOA	R. G. Letourneau	97.7 mc.	10 kw.
IDAHO			
BOISE	Boise Broadcast Station	102.1 mc.	3.3 kw.
NAMPA	Frank E. Hurt & Son	101.3 mc.	2.5 kw.
POCATELLO	Radio Service Corp.	103.3 mc.	1.8 kw.
TWIN FALLS	Radio Broadcasting Corp.	96.1 mc.	3 kw.
ILLINOIS			
BLOOMINGTON	Radio Station WJBC	93.9 mc.	6 kw.
BROOKFIELD	George M. Ives	104.7 mc.	250 watts
CARBONDALE	Southern Illinois Broadcasting Partnership	100.5 mc.	3 kw.
CHAMPAIGN	Champaign News Gazette, Inc.	99.5 mc.	20 kw.
DECATUR	Commodore Broadcasting, Inc.	93.7 mc.	31.2 kw.

City	Permittee	Channel	Power
ELMWOOD PARK	Elmwood Park Broadcasting Corp.	105.5 mc.	320 watts
EVANSTON	North Shore Broadcasting Co.	104.3 mc.	665 watts
FREEPORT	Freeport Journal-Standard Publishing Co.	102.1 mc.	9 kw.
HARRISBURG	Harrisburg Broadcasting Co.	98.9 mc.	32.7 kw.
HERRIN	Orville W. Lyeria	99.7 mc.	20 kw.
KANAKEE	Kanakee Daily Journal Co.	96.5 mc.	60 kw.
MT. VERNON	Midwest Broadcasting Co.	100.9 mc.	9.2 kw.
MT. VERNON	Mt. Vernon Radio & Television Co.	103.7 mc.	9.5 kw.
QUINCY	Lee Broadcasting, Inc.	98.1 mc.	53 kw.
QUINCY	Quincy Newspapers, Inc.	97.7 mc.	13 kw.
ROCK ISLAND	Rock Island Broadcasting Co.	100.7 mc.	36.6 kw.
SPRINGFIELD	WCBS, Inc.	101.7 mc.	19 kw.
SPRINGFIELD	WTAX, Inc.	101.3 mc.	6.7 kw.
WAUKEGAN	Keystone Printing Service, Inc.	98.1 mc.	4 kw.

IOWA

BURLINGTON	Burlington Broadcasting Co.	99.3 mc.	19.2 kw.
CEDAR RAPIDS	The Gazette Co.	96.1 mc.	11 kw.
DAVENPORT	The Tri-City Broadcasting Co.	101.1 mc.	47 kw.
DES MOINES	Central Broadcasting Co.	100.5 mc.	134 kw.
DES MOINES	Cowles Broadcasting Co.	101.7 mc.	158 kw.
DES MOINES	Kingsley H. Murphy	101.3 mc.	154 kw.
DUBUQUE	Dubuque Broadcasting Co.	99.1 mc.	10 kw.
DUBUQUE	Telegraph-Herald	99.9 mc.	180 kw.

KANSAS

HUTCHINSON	Hutchinson Publishing Co.	95.3 mc.	60 kw.
KANSAS CITY	Sunflower Broadcasting System	99.1 mc.	34 kw.
LAWRENCE	The World Co.	103.7 mc.	2.5 kw.
TOPEKA	Topeka Broadcasting Assn.	102.5 mc.	2.9 kw.
TOPEKA	The Topeka State Journal, Inc.	102.9 mc.	33 kw.
WICHITA	The Radio Station KFH Co.	96.5 mc.	185 kw.

KENTUCKY

LEXINGTON	American Broadcasting Corp.	102.3 mc.	3 kw.
LOUISVILLE	Courier-Journal & Louisville Times Co.	99.5 mc.	29 kw.
LOUISVILLE	Northside Broadcasting Corp.	103.3 mc.	29.8 kw.
LOUISVILLE	WAVE, Inc.	99.9 mc.	280 kw.
OWENSBORO	Owensboro Broadcasting Co.	92.3 mc.	20 kw.
PADUCAH	Paducah Newspapers, Inc.	97.3 mc.	32 kw.
WINCHESTER	Winchester Sun Co., Inc.	104.3 mc.	770 watts

LOUISIANA

ALEXANDRIA	Alexandria Broadcasting Co., Inc.	100.1 mc.	3 kw.
ALEXANDRIA	Central Louisiana Broadcasting Corp.	100.5 mc.	55 kw.
NEW ORLEANS	Supreme Broadcasting System, Inc.	95.3 mc.	61 kw.
NEW ORLEANS	The Times Picayune Publishing Co.	94.5 mc.	270 kw.
NEW ORLEANS	WSMB, Inc.	93.5 mc.	153 kw.

MAINE

BANGOR	Portland Broadcasting System, Inc.	94.3 mc.	10.8 kw.
PORTLAND	Portland Broadcasting System, Inc.	100.1 mc.	3.6 kw.

MARYLAND

ANNAPOLIS	Capital Broadcasting Co.	100.1 mc.	16.6 kw.
BALTIMORE	The A. S. Abell Co.	99.3 mc.	20 kw.
BALTIMORE	Baltimore Radio Show, Inc.	99.7 mc.	20 kw.
BALTIMORE	Belvedere Broadcasting Corp.	98.9 mc.	20 kw.
FREDERICK	The Monocacy Broadcasting Co.	98.1 mc.	2 kw.
HAGERSTOWN	Hagerstown Broadcasting Co.	95.7 mc.	1 kw.
SALISBURY	The Peninsula Broadcasting Co.	96.9 mc.	7 kw.
SILVER SPRING	Tri-Suburban Broadcasting Corp.	104.3 mc.	440 watts

• • • FM APPLICATIONS GRANTED • • •

City	Permittee	Channel	Power
MASSACHUSETTS			
BROCKTON	Cur-Nan Co.	105.1 mc.	800 watts
FALL RIVER	Fall River Broadcasting Co., Inc.	96.5 mc.	20 kw.
FITCHBURG	Mitchell G. Myers, Ruben E. Aronheim and Milton H. Myers	99.9 mc.	20 kw.
HAVERHILL	The Haverhill Gazette Co.	96.1 mc.	20 kw.
HOLYOKE	The Hampden-Hampshire Corp.	95.5 mc.	3.5 kw.
LAWRENCE	Hildreth & Rogers Co.	95.7 mc.	17 kw.
NEW BEDFORD	Bay State Broadcasting Co.	96.9 mc.	20 kw.
NEW BEDFORD	Bristol Broadcasting Co.	97.3 mc.	20 kw.
NORTH ADAMS	James A. Hardman	101.5 mc.	1 kw.
SALEM	North Shore Broadcasting Co.	105.5 mc.	500 watts
SPRINGFIELD	WMAS, Inc.	96.7 mc.	3.2 kw.
MICHIGAN			
ANN ARBOR	Washtenaw Broadcasting Co.	103.3 mc.	2 kw.
BATTLE CREEK	Federated Publications, Inc.	102.1 mc.	20 kw.
BENTON HARBOR	The Palladium Publishing Co.	103.9 mc.	9.2 kw.
DEARBORN	Herman Radner	104.3 mc.	480 watts
DETROIT	John F. Hopkins, Inc.	94.5 mc.	33 kw.
DETROIT	Knight Radio Corp.	95.3 mc.	20 kw.
DETROIT	WJR, the Goodwill Station, Inc.	94.9 mc.	28 kw.
GRAND RAPIDS	Grand Rapids Broadcasting Corp.	93.1 mc.	10.5 kw.
GRAND RAPIDS	Lear, Inc.	94.3 mc.	9.8 kw.
GRAND RAPIDS	Leonard A. Versluis	93.9 mc.	54 kw.
JACKSON	WIBM, Inc.	105.9 mc.	670 watts
LANSING	WJIM	99.5 mc.	53 kw.
MT. CLEMENS	Macomb Publishing Co.	105.1 mc.	340 watts
MUSKEGON	Greater Muskegon Broadcasters, Inc.	99.1 mc.	3.3 kw.
OWOSSO	The Argus-Press Co.	104.7 mc.	1 kw.
PORT HURON	Times-Herold Co.	102.3 mc.	22 kw.
SAGINAW	Saginaw Broadcasting Co.	98.3 mc.	15 kw.
WYANDOTTE	Wyandotte News Co.	104.7 mc.	1 kw.
MINNESOTA			
MANKATO	F. B. Clements & Co.	92.7 mc.	29.2 kw.
MINNEAPOLIS	Independent Merchants Broadcasting Co.	101.3 mc.	34 kw.
MINNEAPOLIS	Minnesota Broadcasting Corp.	97.1 mc.	400 kw.
MOOREHEAD	KVOX Broadcasting Co.	100.1 mc.	8.5 kw.
ROCHESTER	Southern Minnesota Broadcasting Co.	94.7 mc.	20 kw.
ST. CLOUD	The Times Publishing Co.	98.3 mc.	50 kw.
ST. PAUL	KSTP, Inc.	102.1 mc.	320 kw.
ST. PAUL	WMIN Broadcasting Co.	100.9 mc.	59 kw.
WINONA	Winona Radio Service	93.7 mc.	55 kw.
MISSISSIPPI			
JACKSON	Lamar Life Insurance Co.	101.5 mc.	69 kw.
MISSOURI			
JOPLIN	Joplin Broadcasting Co.	102.3 mc.	2.6 kw.
KANSAS CITY	The Kansas City Star Co.	100.3 mc.	150 kw.
KANSAS CITY	KCMO Broadcasting Co.	98.3 mc.	20 kw.
KANSAS CITY	WHB Broadcasting Co.	98.7 mc.	20 kw.
ST. JOSEPH	KFEQ, Inc.	94.7 mc.	63 kw.
ST. LOUIS	Columbia Broadcasting System, Inc.	94.5 mc.	41 kw.
ST. LOUIS	Globe-Democrat Publishing Co.	92.9 mc.	53 kw.
ST. LOUIS	Missouri Broadcasting Corp.	92.1 mc.	32.3 kw.

City	Permittee	Channel	Power
ST. LOUIS	Star-Times Publishing Co.	93.7 mc.	40 kw.
ST. LOUIS	Thomas Patrick, Inc.	95.3 mc.	360 kw.
ST. LOUIS	The Pulitzer Publishing Co.	93.3 mc.	36 kw.
ST. LOUIS	St. Louis University	94.1 mc.	42.6 kw.

NEBRASKA

LINCOLN	Cornbelt Broadcasting Corp.	97.3 mc.	58 kw.
OMAHA	Inland Broadcasting Co.	92.1 mc.	330 kw.
OMAHA	World Publishing Co.	92.5 mc.	160 kw.

NEVADA

LAS VEGAS	Nevada Broadcasting Co.	104.3 mc.	330 watts
RENO	Reno Newspapers, Inc.	100.5 mc.	9.7 kw.
RENO	Saviers Electrical Products Corp.	104.3 mc.	760 watts

NEW HAMPSHIRE

CLAREMONT	The Claremont Eagle, Inc.	102.1 mc.	1.5 kw.
PORTSMOUTH	WHEB, Inc.	97.7 mc.	20 kw.

NEW JERSEY

ASBURY PARK	Asbury Park Press, Inc.	104.7 mc.	1 kw.
ASBURY PARK	Radio Industries Broadcast Co.	107.1 mc.	260 watts
BRIDGETON	Eastern State Broadcasting Corp.	101.5 mc.	18 kw.
JERSEY CITY	Fidelity Media Broadcasting Corp.	106.3 mc.	360 watts
NEWARK	Bremer Broadcasting Corp.	95.7 mc.	20 kw.
NEW BRUNSWICK	Home News Publishing Co.	104.3 mc.	1 kw.
PATERSON	Passaic Daily News	105.3 mc.	190 watts

NEW YORK

ALBANY	Hudson Valley Broadcasting Co., Inc.	94.1 mc.	2.1 kw.
BUFFALO	Roy L. Albertson	92.9 mc.	48 kw.
BUFFALO	WEBR, Inc.	92.5 mc.	15 kw.
CORAM	Suffolk Broadcasting Corp.	105.9 mc.	285 watts
CORNING	The Corning Leader, Inc.	95.1 mc.	4.2 kw.
HORNELL	W. H. Greenhow Co.	99.9 mc.	10 kw.
ITHACA	Cornell University	101.3 mc.	40 kw.
JAMESTOWN	James Broadcasting Co., Inc.	101.5 mc.	9.5 kw.
NEW YORK CITY	Capt. William G. H. Finch	99.7 mc.	10.3 kw.
NIAGARA FALLS	Niagara Falls Gazette Publishing Co.	95.7 mc.	20 kw.
OGDENSBURG	St. Lawrence Broadcasting Corp.	100.3 mc.	13.7 kw.
ONEONTA	Oneonta Star, Inc.	95.3 mc.	4.2 kw.
OSWEGO	Palladium-Times, Inc.	101.9 mc.	2.6 kw.
POUGHKEEPSIE	Poughkeepsie Newspapers, Inc.	103.3 mc.	2.3 kw.
ROCHESTER	The Monroe Broadcasting Co., Inc.	97.7 mc.	27 kw.
ROME	Copper City Broadcasting Corp.	104.3 mc.	1 kw.
SYRACUSE	Central New York Broadcasting Corp.	93.5 mc.	7 kw.
SYRACUSE	Civic Broadcasting Corp.	94.7 mc.	8.5 kw.
SYRACUSE	Onondaga Radio Broadcasting Corp.	93.1 mc.	8.5 kw.
SYRACUSE	Radio Projects, Inc.	94.3 mc.	8.5 kw.
SYRACUSE	Syracuse Broadcasting Corp.	92.7 mc.	8.5 kw.
SYRACUSE	WAGE, Inc.	93.9 mc.	1.6 kw.
TROY	Troy Broadcasting Co., Inc.	102.3 mc.	2.4 kw.
TROY	The Troy Record Co.	92.5 mc.	13 kw.
UTICA	Rome Sentinel Co.	98.3 mc.	4.3 kw.
UTICA	WIBX, Inc.	97.9 mc.	9 kw.
WATERTOWN	The Brockway Co.	100.9 mc.	6.7 kw.
WHITE PLAINS	Westchester Broadcasting Corp.	104.1 mc.	120 watts

City	Permittee	Channel	Power
NORTH CAROLINA			
AHOSKIE	Parker Bros., Inc.	104.3 mc.	665 watts
ASHEVILLE	Radio Station WISE, Inc.	94.7 mc.	9.6 kw.
ASHEVILLE	Skyway Broadcasting Corp.	94.3 mc.	8.8 kw.
BURLINGTON	Alamance Broadcasting Co., Inc.	101.3 mc.	34 kw.
CHARLOTTE	Southeastern Broadcasting Co.	102.5 mc.	160 kw.
DURHAM	Durham Radio Corp.	99.3 mc.	21 kw.
FAYETTEVILLE	Cape Fear Broadcasting Co.	100.5 mc.	12 kw.
GASTONIA	F. C. Todd	102.1 mc.	11.1 kw.
GOLDSBORO	Eastern Carolina Broadcasting Co., Inc.	99.7 mc.	35 kw.
GREENSBORO	Greensboro News Co.	98.1 mc.	23 kw.
GREENSBORO	North Carolina Broadcasting Co.	98.5 mc.	20 kw.
HICKORY	Catawba Valley Broadcasting Co., Inc.	99.5 mc.	180 kw.
HIGH POINT	High Point Enterprise, Inc.	103.5 mc.	13 kw.
HIGH POINT	Radio Station WMFR	97.7 mc.	3.5 kw.
RALEIGH	Capitol Broadcasting Co., Inc.	95.3 mc.	12 kw.
ROANOKE RAPIDS	WCBT, Inc.	102.9 mc.	10 kw.
ROCKY MOUNT	Josh L. Horne	103.3 mc.	20 kw.
SALISBURY	Piedmont Broadcasting Corp.	99.9 mc.	23.2 kw.
WASHINGTON	Tar Heel Broadcasting System, Inc.	101.9 mc.	29 kw.
WILMINGTON	Wilmington Star-News Co.	92.5 mc.	37 kw.
WILSON	Penn Thomas Watson	96.9 mc.	20 kw.
WINSTON-SALEM	WAIR Broadcasting Co.	96.1 mc.	32 kw.
OHIO			
ALLIANCE	Review Publishing Co.	104.7 mc.	330 watts
ASHLAND	Beer & Koehl	100.7 mc.	8.6 kw.
ATHENS	The Messenger Publishing Co.	102.9 mc.	16.5 kw.
BELLAIRE	Tri-City Broadcasting Co.	100.1 mc.	20 kw.
CANTON	The Ohio Broadcasting Co.	97.1 mc.	9 kw.
CANTON	Stark Broadcasting Corp.	96.3 mc.	15 kw.
CINCINNATI	The Crosley Broadcasting Corp.	98.1 mc.	11.5 kw.
CINCINNATI	Buckeye Broadcasting Co.	97.3 mc.	18 kw.
CINCINNATI	Cincinnati Times-Star Co.	96.9 mc.	12.6 kw.
CINCINNATI	L. B. Wilson, Inc.	95.7 mc.	31 kw.
CLEVELAND HTS.	Samuel R. Sague	104.7 mc.	1 kw.
COLUMBUS	The Pixleys	92.1 mc.	31 kw.
COLUMBUS	United Broadcasting Co.	94.9 mc.	26 kw.
DOVER	Tuscora Broadcasting Co.	105.5 mc.	700 watts
FINDLAY	Findlay Radio Co.	101.7 mc.	8.2 kw.
FOSTORIA	Saurence W. Harry	105.1 mc.	370 watts
FOSTORIA	Lucian E. Kinn	102.7 mc.	8.5 kw.
FREMONT	Robert F. Wolfe Co.	104.7 mc.	300 watts
HAMILTON	Fort Hamilton Broadcasting Co.	98.9 mc.	6 kw.
LIMA	Northwestern Ohio Broadcasting Corp.	96.3 mc.	20 kw.
MARION	Marion Broadcasting Co.	102.3 mc.	2.3 kw.
NEWARK	The Advocate Printing Co.	101.5 mc.	8.5 kw.
PORTSMOUTH	The Scioto Broadcasting Co.	103.9 mc.	4 kw.
STEUBENVILLE	The Valley Broadcasting Co.	99.7 mc.	1 kw.
TIFFIN	Jay R. David	104.3 mc.	450 watts
TOLEDO	The Fort Industry Co.	98.5 mc.	20 kw.
WARREN	Nied & Stevens	104.3 mc.	340 watts
WOOSTER	The Wooster Republican Printing Co.	97.9 mc.	9.6 kw.
YOUNGSTOWN	WFMJ Broadcasting Co.	98.5 mc.	50 kw.
YOUNGSTOWN	WKBN Broadcasting Corp.	98.9 mc.	19 kw.

City	Permittee	Channel	Power

OKLAHOMA

ARDMORE	John F. Easley	97.1 mc.	8.2 kw.
DURANT	Democrat Printing Co.	103.1 mc.	2.9 kw.
MUSKOGEE	Muskogee Broadcasting Co.	92.1 mc.	6.5 kw.
OKLAHOMA CITY	KOMA, Inc.	100.1 mc.	190 kw.
OKLAHOMA CITY	Plaza Court Broadcasting Co.	98.5 mc.	176 kw.
OKLAHOMA CITY	WKY Radiophone Co.	98.9 mc.	132 kw.
SHAWNEE	KGFF Broadcasting Co.	96.3 mc.	7.2 kw.
TULSA	Tulsa Broadcasting Co.	94.5 mc.	170 kw.

OREGON

ALBANY	Central Willamette Broadcasting Co.	104.3 mc.	710 watts
ASHLAND	Rogue Valley Broadcasting Co., Inc.	105.1 mc.	480 watts
ASHLAND	Siskiyou Broadcasting Co., Inc.	104.7 mc.	270 watts
EUGENE	Valley Broadcasting Co.	99.7 mc.	8 kw.
MEDFORD	Mrs. W. J. Virgin	103.1 mc.	950 watts
PORTLAND	Broadcasters Oregon Ltd.	94.9 mc.	1.5 kw.
PORTLAND	KALE, Inc.	96.1 mc.	250 kw.
PORTLAND	KOIN, Inc.	94.5 mc.	150 kw.
PORTLAND	Oregonian Publishing Co.	95.3 mc.	51 kw.
PORTLAND	Pacific Radio Advertising Service	95.7 mc.	3.2 kw.

PENNSYLVANIA

ALLENTOWN	Lehigh Valley Broadcasting Co.	95.9 mc.	8 kw.
ALLENTOWN	Penn-Allen Broadcasting Co.	105.1 mc.	1 kw.
ALTOONA	The Gable Broadcasting Co.	100.7 mc.	3.9 kw.
BETHLEHEM	Bethlehem Globe Publishing Co.	94.7 mc.	10 kw.
BRADFORD	Bradford Publications, Inc.	97.1 mc.	2.7 kw.
EASTON	Easton Publishing Co.	105.7 mc.	250 watts
HARRISBURG	Harold O. Bishop	104.7 mc.	107 watts
HARRISBURG	The Patriot Co.	96.9 mc.	6.3 kw.
HARRISBURG	WHP, Inc.	97.3 mc.	4 kw.
JOHNSTOWN	WJAC, Inc.	99.5 mc.	2.2 kw.
LEWISTOWN	Lewistown Broadcasting Co.	102.7 mc.	2.25 kw.
McKEESPORT	Mon-Yough Broadcasting Co.	105.9 mc.	240 watts
MEADVILLE	H. C. Winslow	99.3 mc.	3.2 kw.
NEW CASTLE	WKST, Inc.	102.5 mc.	9.2 kw.
PHILADELPHIA	Seaboard Radio Broadcasting Corp.	97.1 mc.	20 kw.
PITTSBURGH	Allegheny Broadcasting Corp.	93.3 mc.	20 kw.
PITTSBURGH	Pittsburgh Radio Supply House	94.9 mc.	20 kw.
PITTSBURGH	WCAE, Inc.	92.5 mc.	20 kw.
PITTSBURGH	West Virginia Radio Corp.	93.7 mc.	20 kw.
POTTSVILLE	Miners Broadcasting Service	98.3 mc.	5.8 kw.
READING	Hawley Broadcasting Co.	93.1 mc.	9 kw.
SCRANTON	Scranton Broadcasters, Inc.	100.1 mc.	7.5 kw.
SCRANTON	Union Broadcasting Co.	100.5 mc.	6 kw.
SHARON	Sharon Herald Broadcasting Co.	102.9 mc.	27 kw.
SUNBURY	Sunbury Broadcasting Corp.	99.3 mc.	4.4 kw.
UNIONTOWN	Fayette Broadcasting Corp.	96.1 mc.	1.5 kw.
UNIONTOWN	Uniontown Newspapers, Inc.	96.5 mc.	1.1 kw.
WILKES-BARRE	Louis G. Baltimore	103.7 mc.	2.2 kw.
WILKES-BARRE	Scranton-Wilkes-Barre Pittston Broadcasting Co.	103.3 mc.	2.5 kw.
WILLIAMSPORT	WRAK, Inc.	92.5 mc.	3.2 kw.
YORK	Susquehanna Broadcasting Co.	94.9 mc.	20 kw.

City	Permittee	Channel	Power
SOUTH CAROLINA			
ANDERSON	Wilton E. Hall	103.5 mc.	32.2 kw.
CHARLESTON	Atlantic Coast Broadcasting Co.	92.3 mc.	20.5 kw.
GREENVILLE	Greenville New-Piedmont Co.	92.9 mc.	160 kw.
GREENVILLE	Textile Broadcasting Co.	93.3 mc.	48.6 kw.
LANCASTER	Lancaster Broadcasting Co.	101.5 mc.	12.5 kw.
SPARTANBURG	Spartanburg Advertising Co.	92.1 mc.	262 kw.
TENNESSEE			
BRISTOL	Radiophone Broadcasting Station WOPI	96.9 mc.	10.4 kw.
CHATTANOOGA	Unity Broadcasting Corp. of Tennessee	94.9 mc.	5.4 kw.
CHATTANOOGA	WAPO Broadcasting Service	94.5 mc.	37.2 kw.
CHATTANOOGA	WDOD Broadcasting Corp.	95.3 mc.	42 kw.
CLARKSVILLE	Leaf-Chronicle Co.	98.7 mc.	3.1 kw.
JACKSON	The Sun Publishing Co., Inc.	95.1 mc.	30 kw.
JOHNSON CITY	WJHL, Inc.	101.7 mc.	9.7 kw.
KINGSPORT	Kingsport Broadcasting Co., Inc.	103.3 mc.	44 kw.
KNOXVILLE	S. E. Adcock	93.1 mc.	76 kw.
KNOXVILLE	Knoxville Publishing Co.	92.3 mc.	20 kw.
MEMPHIS	Herbert Herff	92.7 mc.	49 kw.
MEMPHIS	Memphis Publishing Co.	93.5 mc.	136 kw.
NASHVILLE	WSIX Broadcasting Station	93.3 mc.	65 kw.
TEXAS			
ABILENE	The Reporter Broadcasting Co.	96.9 mc.	46 kw.
AMARILLO	Amarillo Broadcasting Corp.	101.3 mc.	3.2 kw.
AMARILLO	Plains Radio Broadcasting Co.	101.7 mc.	36 kw.
BEAUMONT	KRIC, Inc.	102.1 mc.	9 kw.
DALLAS	A. H. Belo Corp.	94.3 mc.	43 kw.
DALLAS	City of Dallas	93.9 mc.	59 kw.
DALLAS	KRLD Radio Corp.	93.1 mc.	26 kw.
DENTON	Harwell V. Shepard	101.7 mc.	3.1 kw.
HARLINGEN	Harbeniot Broadcasting Co., Inc.	95.3 mc.	13.7 kw.
HOUSTON	Harris County Broadcast Co.	96.3 mc.	177 kw.
HOUSTON	Houston Printing Corp.	99.7 mc.	39.2 kw.
HOUSTON	KTRH Broadcasting Co.	99.3 mc.	350 kw.
LONGVIEW	R. G. LeTourneau	102.3 mc.	9.1 kw.
LUFKIN	Darrell E. Yates	92.9 mc.	2.9 kw.
SAN ANTONIO	Express Publishing Co.	101.5 mc.	330 kw.
SAN ANTONIO	Southern Broadcasting Corp.	100.9 mc.	200 kw.
SAN ANTONIO	Southland Industries, Inc.	102.3 mc.	156 kw.
SAN ANTONIO	The Walmac Co.	101.1 mc.	160 kw.
TEMPLE	Bell Broadcasting Co., Inc.	104.3 mc.	220 watts
TEXARKANA	KCMC, Inc.	92.5 mc.	40 kw.
TYLER	East Texas Broadcasting Co.	103.9 mc.	4.3 kw.
VERNON	Northwestern Broadcasting Co.	101.5 mc.	8 kw.
WICHITA FALLS	Times Publishing Co.	97.7 mc.	20 kw.
UTAH			
SALT LAKE CITY	Intermountain Broadcasting Corp.	98.5 mc.	900 watts
SALT LAKE CITY	Radio Service Corp. of Utah	100.1 mc.	8.5 kw.
VERMONT			
RUTLAND	Philip Weiss Music Co.	104.3 mc.	280 watts

• • • FM APPLICATIONS GRANTED • • •

City	Permittee	Channel	Power
VIRGINIA			
DANVILLE	Piedmont Broadcasting Corp.	92.1 mc.	31 kw.
HARRISONBURG	Shenandoah Valley Broadcasting Corp.	94.3 mc.	37.2 kw.
LYNCHBURG	Lynchburg Broadcasting Corp.	101.5 mc.	3.7 kw.
LYNCHBURG	Old Dominion Broadcasting Corp.	101.9 mc.	20 kw.
NEWPORT NEWS	Hampton Roads Broadcasting Corp.	92.3 mc.	34 kw.
NORFOLK	WTAR Radio Corp.	93.1 mc.	33 kw.
PORTSMOUTH	Portsmouth Radio Corp.	94.7 mc.	33.2 kw.
RICHMOND	Haven & Martin, Inc.	96.3 mc.	47 kw.
RICHMOND	Larus & Brothers Co., Inc.	97.1 mc.	21 kw.
RICHMOND	Thomas Garland Tinsley, Jr.	97.9 mc.	21 kw.
ROANOKE	Radio Roanoke, Inc.	93.7 mc.	3 kw.
ROANOKE	Times-World Corp.	92.9 mc.	11.8 kw.
SUFFOLK	Suffolk Broadcasting Corp.	93.8 mc.	10.2 kw.
WINCHESTER	Richard Field Lewis, Jr.	92.5 mc.	13.4 kw.
WASHINGTON			
LONGVIEW	Twin City Broadcasting Corp.	104.3 mc.	410 watts
SEATTLE	Evergreen Broadcasting Corp.	93.1 mc.	9.6 kw.
SEATTLE	Fisher's Blend Station, Inc.	92.7 mc.	48 kw.
SEATTLE	Queen City Broadcasting Co., Inc.	93.9 mc.	7.7 kw.
SEATTLE	Radio Sales Corp.	93.5 mc.	15 kw.
BECKLEY	Beckley Newspapers Corp.	101.1 mc.	3 kw.
BECKLEY	Joe L. Smith, Jr.	100.7 mc.	31.7 kw.
BLUEFIELD	Daily Telegraph Printing Co.	97.9 mc.	186 kw.
HUNTINGTON	Greater Huntington Radio Corp.	99.9 mc.	53 kw.
HUNTINGTON	Huntington Broadcasting Corp.	99.5 mc.	38 kw.
HUNTINGTON	Mayflower Broadcasting Co., Inc.	104.3 mc.	275 watts
MORGANTOWN	West Virginia Radio Corp.	104.3 mc.	275 watts
WHEELING	Community Broadcasting, Inc.	100.9 mc.	14 kw.
WISCONSIN			
BELOIT	Daily News Publishing Co.	93.9 mc.	8.7 kw.
GREEN BAY	Green Bay Newspaper Co.	101.1 mc.	14.4 kw.
GREEN BAY	WHBY, Inc.	101.5 mc.	14 kw.
GREENFIELD	William C. Forrest	103.1 mc.	92 kw.
LA CROSSE	WKBH, Inc.	92.1 mc.	40.2 kw.
MILWAUKEE	Midwest Broadcasting Co.	94.3 mc.	31 kw.
OSHKOSH	Oshkosh Broadcasting Co.	102.3 mc.	2.2 kw.
RACINE	Racine Broadcasting Corp.	101.3 mc.	2.9 kw.
RICH LAKE	WJMC, Inc.	99.7 mc.	4.4 kw.
SHEBOYGAN	Press Publishing Co.	98.7 mc.	3 kw.
WAUSAU	Northern Broadcasting Co., Inc.	94.9 mc.	19.5 kw.
WISCONSIN RAPIDS	William F. Huffman	104.7 mc.	290 watts
WYOMING			
CHEYENNE	Frontier Broadcasting Co.	95.7 mc.	9.5 kw.
PUERTO RICO			
SAN JUAN	Radio Americas Corp.	105.1 mc.	330 watts

FM NEWS HIGHLIGHTS—1946

(From the Files of RADIO DAILY)

JANUARY

2—Mark Woods, president of the American Broadcasting Co., in a year-end message summarized the network's position with regard to FM and urged "every local and regional affiliate to apply for FM" and to become active in its development.

2—Paul W. Kesten, executive vice-president of CBS in a year-end statement said that "it is a healthful fact that the public knows of the war-born technical advances that are now available to radio" and that "CBS has long been convinced that FM because of its superior quality, must eventually replace AM broadcasting. Public insistence on the improved system should hasten the removal of any obstacles yet remaining in the path of its development."

3—FCC Chairman Paul Porter, in a radio address broadcast over ABC said "FM is a new kind of broadcasting—free of interference and conveying the full tones of music and the human voice with life-like fidelity. This type of broadcasting got started in a small way before the war, but today is poised for a rapid expansion. Whereas there are only 50 FM stations on the air I expect to see the number at least tripled or quadrupled during the next 12 months."

3—Edgar Kobak, president of the Mutual Broadcasting System, Inc., in his report on operations for the past year said that "a comprehensive study of the network's present facilities and coverage, and its future FM requirements is now in progress to bring to Mutual all the technological improvements of the postwar era."

7—The FCC's battle with Zenith Radio Corp. over assignment of the Corporation's request for 42-50 mc. FM band was blasted back into the open when the Commission ordered a public hearing on the subject following a strongly worded petition from the company.

8—All Westinghouse FM radio stations are operating on both the old (42-50 mc.) and new (88-106 mc.) frequency bands as provided by FCC regulations effective Jan. 1.

14—Changes in FM Standards of Good Engineering Practice were approved by the FCC. The changes affect Sections 14 and 15.

15—An RMA survey of receiving set manufacturers revealed the majority favor use of official FCC channel numbers on dial markings of FM receivers. Tabulation indicated that 47 of the set manufacturers polled favored FCC markings, with 19 companies favoring dial markings using the assigned megacycles. Nine companies made qualified reports and seven companies did not submit any replies.

21—Zenith Radio Corp. began its plea before the FCC that an additional band be assigned FM broadcasting. Zenith requested assignment to the 42-50 megacycle band.

24—Attendance record was broken at the opening of the IRE meeting in N. Y., with more than 4500 radio and electronic engineers in attendance. Displays by 135 companies included the latest developments in radar, AM and FM radio, tele, sound recording, communications, testing devices, vacuum tubes, magnetic recordings, remote control devices and many other phases of electronics and allied fields.

25—The FCC denied Zenith Radio Corporation's request for an extra FM band.

28—Maj. Edwin H. Armstrong, inventor of FM assailed the FCC's decision eliminating low frequency allocations for FM broadcasting, claiming the issue is "no longer a technical one" but a public one.

29—MGM will begin immediate construction of a new FM radio station covering the Los Angeles area, with broadcasting schedule to start about May 1. Station will bear the call letters KMGM and will be located at the top of Mulholland Drive in Beverly Hills.

FEBRUARY

4—A strong protest against the FCC denial of petitions by Zenith and GE for use of the 42-50 mc. band for FM was registered with the FCC. Major reason cited by Arthur Freed, chairman of pioneer FM manufacturers conferences and v.p. of Freed Radio, was unavailability of transmitting equipment for the higher bands.

6—The FCC granted six new FM stations and scheduled hearings for 52 applications in four major cities, including N. Y. and Washington.

7—The Midwest FM network, a subsidiary of WGN, Inc., has placed an order with the General Electric Company for transmitter equipment for WGNB and four proposed new frequency modulation stations.

11—The FCC planned to push FM into action with a series of conferences designed to clear up engineering and other details. The FM plan is part of a general pattern set by FCC Chairman Paul Porter to get both FM and television out of the "talking stage" and on the air. Porter is determined to smooth the governmental path toward widespread operation of FM and television before he leaves the Commission.

15—The FCC granted CP's for five new standard stations in scattered sections of the country and OK'd the first two units in a proposed State-wide education FM network in Wisconsin.

26—Stratovision tests for FM verify "all of the optimistic estimates" of the systems possibilities according to a report filed with the FCC by C. J. Burnside, manager of the Westinghouse Industrial Electronics Div. which conducted the tests in cooperation with the Glenn L. Martin Co. Usable signals were transmitted over a distance of 240 airline miles from an altitude of 25,000 feet using only 250 watts of power.

MARCH

1—The FCC granted 15 additional FM stations and designated one application for hearing. This brings total conditional grants to 345.

6—Blasting Zenith Radio Corporation's stand on low-band FM, the FCC released its reasons for pushing FM up to 88-108 megacycles. "Despite earlier warnings and predictions," the Commission said, "the salient fact is that the band assigned to FM broadcasting by the Commission will furnish excellent service."

7—CBC expects to be able to make recommendations within the next few weeks regarding the granting of licenses for low power frequency modulation transmitters to private stations applying, A. D. Dunton, CBC chairman said. Outlining CBC's views of frequency modulation broadcasting, Mr. Dunton said that as part of a move to introduce FM broadcasting in Canada, the CBC is about to begin operation of 250-watt FM transmitters in Toronto and Montreal.

11—Declaring that FCC engineers erred in recommending the assignment of FM to the 100 mc. band, Major Edwin H. Armstrong, inventor of FM, revealed that these errors will be laid bare at the round table discussion on March 23rd, of the Broadcasting Engineering conference at Columbus, Ohio.

12—The FCC began hearings on FM applications despite the withdrawal of four applicants. Eleven firms are seeking the 11 channels available in Washington, D. C.

14—NBC officials predicted to the FCC that in three to five years there will be 2500 FM stations operating in the U. S. and the number of standard outlets will be sliced nearly in half "by FM's static-free competition."

14—WGN, Chicago FM station invited the public to attend a special live concert. Purpose of invitation was to stimulate interest in FM and explain principal features of frequency modulation.

14—Announcement was made by Major Edwin H. Armstrong of the revision of transmitter license fees for FM radio. This followed the reduction some time ago of receiving set licenses.

15—Hearing on 11 applications for Washington's 11 FM channels wound up, with the possibility that a scheduled night session would not be needed. The pace-making hearing was expected to set the pattern for future FM consolidated proceedings.

15—WGHF, the new FM-FAX broadcasting station, New York City is now undergoing station equipment tests on a frequency of 99.7 mc.

18—Theodore Granik presented to the FCC his radio "dream"—an FM station built around the public forum theme. Stating that only an "enlightened democracy is a true democracy," Granik outlined plans which would in effect, give Washington and the nation the first commercial radio station using the public forum idea as a basis for virtually its entire programming.

20—Early returns now tabulated from the FCC's poll of radio manufacturers indicate record-breaking production figures for 1946, with FM generally left out in the cold in favor of standard broadcast receivers. The Commission is known to be concerned over a trend which thus far amounts to a virtual "freeze out" of FM receivers.

20—The FCC set hearing dates on two of the four FM stations sought by the midwest FM network, subsidiary of WGN, Inc. Stations would provide coverage as follows: Fort Wayne, 7850 square miles; Peoria, 7900; Grand Rapids, 6850, and Milwaukee, 7750.

21—The FCC granted eight applications for new FM stations in Washington, with three other applications "passed for further study."

25—Practical FM station operation encompasses a wide range of problems unknown to standard radio broadcasting, a five-man panel of FM authorities told the broadcast engineering conference at Ohio State University.

29—Niles Trammell, NBC president at a press conference in Chicago stated that if the Petrillo edict against the duplication of standard broadcast programs on FM stands, it would make necessary the setting up of

separate and distinct FM networks which would be in conflict with the FCC philosophy opposing dual avenues of communication under one ownership.

APRIL

4—Radio manufacturers expect to produce nearly 20,000,000 receivers this year—a record-breaking total, nearly 60 per cent higher than pre-war output, the FCC said. Of the huge total, only 9 per cent of the receivers will be devoted to FM, the poll indicated.

4—The Western Electric Co. has been granted a license by Maj. Edwin H. Armstrong, inventor of FM, for the manufacture and use of apparatus for mobile and certain other communication purposes. Bell System is conducting extensive trials of mobile radio telephone service, and Western Electric plans to provide FM apparatus for use in that service.

5—The FCC approved the basic engineering plans submitted by nine applicants for FM stations. This action is only one step from outright grants and makes a total of 24 applicants with approved engineering plans.

8—Criticism of the FCC report on set production plans for 1945 was voiced in FM circles in N. Y. One FM spokesman pointed out that Zenith Corp. in Chicago, pioneer manufacturers of FM receivers, was not among the manufacturers who furnished the FCC with an estimate.

8—The development of FM represents radio's "second chance" to fulfill its promise of service in the public interest, which has been neglected by present-day AM broadcasters. This is the theme of "Radio's Second Chance," a book by Charles A. Siepmann, former FCC consultant, published by Little, Brown & Co.

10—Stating that this year is "crucial" for FM, the Senate Small Business Committee called on the FCC to be "vigilant" to avoid "monopolistic tendencies" and give veterans a better break in FM broadcasting.

11—The FCC has declared it is "wholeheartedly" in accord with the objectives of the Senate Small Business Committee's report on FM.

12—The FCC denied two NAB requests for changes in FM rules and approved two other suggestions. At the same time, the Commission took no action on suggestions of the Senate Small Business Committee that the FCC reverse its abandonment of requirements for separate FM programming.

15—WGYN, the Muzak FM station in New York began a ten-hour broadcast day, the largest FM schedule in the city. Broadcast schedule will be from noon to 10 p.m. except Sundays, when station goes on the air at 3 p.m. Programs will be almost entirely transcribed music with newscasts three minutes before each hour.

18—Representatives of six Ohio newspapers which received conditional grants from the FCC for FM radio stations met in Ashland, Ohio to discuss construction plans.

22—The FCC issued a special statement designed to clear up the misunderstanding in the industry about its "one to a customer" policy in the granting of FM licenses. That policy it was explained, affects the order in which FM applications are being processed —and does not affect the number of FM stations which might ultimately be granted a single applicant. The multiple-ownership regulation remains applicable, banning the owning of two FM stations in the same service area and banning the holding of more than six licenses in different areas.

22—WHNG, the MGM Loew's owned FM affiliate of WHN, New York received the FCC's authorization to change its call letters to WMGM, effective immediately. The MGM outlet in Los Angeles, KTLO has also been granted permission to change to KMGM.

24—A total of 561 FM applications and grants, as of April 1, were from AM licensees, the FCC revealed in a breakdown of FM applicants. Two hundred and seventy-three applications were from individuals or firms with no standard broadcasting affiliations. These figures include both pending applications and those to which conditional approval has already been announced.

25—The FCC approved the bids of 38 more FM applicants, bringing the total conditional grants to 425.

25—Forecasting a great future for FM and declaring that there is grave danger of retarding this new service if the government inaugurates a general re-allocation of present-day standard broadcast frequencies, Frank Stanton, president of CBS testified at the clear channel hearing conducted in Washington by the FCC.

29—Justin Miller, president of the NAB, in course of rebuttal to Charles Siepmann's defense of the FCC pointed out that all was not well in the thinking of the FCC, especially if it was going to continue to suppose that men going into the FM broadcasting business with eight or ten thousand dollars would be expected to give ideal programming with a minimum of commercial time sold. In this case, Miller stated, there will be "a considerable number of bankrupt broadcasters around within the next few years."

30—Mark Ethridge, v.p. of The Louisville Times and The Courier Journal (WHAS), told the FCC that the commercial value of high-powered standard broadcasting is "bound to be diminished," by FM.

30—In a six month period since V-J Day, August 14, 1945, the FCC has granted applications for 425 FM stations.

MAY

1—Addressing 100 radio and advertising agency executives at a discussion at the Ritz-Carlton Hotel in N. Y. on the future relationship of FM to agency planning and thinking, Maj. Edwin H. Armstrong, inventor of FM said that the future of frequency modulation broadcasting is so great that "no one can readily forsee its possibilities" and added that "its life blood depends on getting sets into the hands of the public.," In this way, he said, listeners will then be able to discern between present-day AM quality and the marked superiority of FM reception.

6—Commissioner Clifford J. Durr of the FCC, at the opening session of the 16th annual Institute for Education by radio in Columbus, Ohio said that while conditions for launching FM are "ideal," its advent is being held up because of "a disturbing inclination on the part of radio to cling to its old system of aural broadcasting, rather than give free rein to a new system."

9—In a N. Y. trade showing, Freed Radio Corp., makers of Freed-Eisemann FM radiophonographs, introduced their new post-war models at the Ritz-Carlton Hotel. Seven models, all consoles, housed in period and contemporary cabinets were shown, representing the first line featuring the new FCC approved FM range from 88 to 108 mc.

9—Rich's, Inc., Atlanta, Ga., has made application to the FCC for a class 2 experimental urban-mobile land station. The store requested any single frequency in the band 152-162 mc., using link equipment; also 50 mobile units to be installed on trucks.

13—A new facsimile transmitter-monitor system, consisting of two Finch high-quality precision broadcast facsimile scanners, each with associated monitor receiver, power units, amplifiers and selective switching arrangements for insuring uninterrupted transmission for any number of facsimile pages was announced by W. G. H. Finch, president of Finch Telecommunications, Inc., Passaic, N. J. The equipment will be priced at $7500, subject to OPA approval.

24—The FCC in a roundup of the FM situation showed the picture shaping up as follows: 48 stations; 5 stations under construction (authorized prior to wartime restrictions); 52 additional construction permits authorized since Oct. 8, 1945; 441 conditional grants since Oct. 8, 1945; 126 applications in hearing; 261 applications on which there has been no action.

29—Sweeping changes in FM rules proposed by the FCC is expected to place it in a more practical position to compete with standard broadcasting and in the absence of any protest on or before June 15, the Commission will not schedule oral argument relative to the proposed change. Under the changes, FM will be reduced to two classes and additional power authorized up to 20 kw. under certain conditions.

JUNE

5—The Balaban & Katz Corp. owner and operator of television station W3KB, Chicago, revealed plans for large-scale construction of FM studios and transmitting tower.

7—The first post-war FM transmitter to come off the General Electric production line has been delivered to WGN, Chicago, and placed in operation on WGNB, WGN's FM sister station.

10—The FCC adopted a precedent-breaking order proposing to withhold for one year the assignment of every fifth FM channel throughout the nation. The unusual reservation of FM channels is based on the Commission's allocation plan of last year, assigning between 1500 and 1600 channels to metropolitan cities. Under the proposed order approximately 300 FM channels would thus be "reserved" for a period of 12 months.

11—FCC Commissioner Clifford Durr is preparing to ask the Commission to approve a rule drastically curtailing the joint ownership of AM and FM stations. Durr will call on the Commission to extend the multiple-ownership Rule to cover AM and FM stations serving "substantially the same area" unless the coverage is considerably greater than that of the FM stations involved. The "divorcement" would take effect three years after approval of the rule.

14—The FCC concluded hearings in Chicago on applications for the nine FM channels remaining to be allocated in that area. Chicago now has 5 FM stations in operation out of a total allotment of 17 channels. Under the new FCC policy 3 of the remaining 12 will be lopped off for the present, leaving 9 to be granted.

17—A "great deal of the impetus" and promotion being given FM "arises out of the general problem of allocation of broadcasting facilities, as distinguished from any real need for FM on the part of the public," James D. Shouse, v.p. of The Crosley Corp. in charge of broadcasting told editors and publishers assembled in Colorado for the annual convention of the National Editorial Association.

18—Hearings for the five remaining FM channels in New York, originally scheduled for this date will be held sometime next month. Of the 20 channels set aside by the Commission for N. Y., 11 have so far been licensed, or CP's have been granted and a total of 9 remain available.

20—FM radio will be used for the first time by police departments in the Toronto area when installations already approved for the York Township and Scarboro are completed.

24—WGHF, FM station owned and operated by Capt. W. G. H. Finch, has its formal opening recently as a commercial outlet.

24—Current FM problems will be discussed tomorrow at a meeting of NAB's FM Executive Committee in New York. Chairman of the committee is Walter Damm, of WTMJ, Milwaukee.

24—The FCC further brushed up its FM rules to put FM on a firmer footing to compete with standard broadcasting. Most of the new rules were announced last month but present amendments clear up a few "loose ends."

25—Senator Glen H. Taylor, Democrat of Idaho called on the Dept. of Justice to make a "thorough" investigation of radio set manufacturers to determine possible violation of anti-trust laws in "withholding" FM receivers from the market.

27—Following a two-day session of the NAB's FM Executive Committee at the Hotel Ambassador in N. Y., the committee adopted a resolution calling upon the NAB to instruct its counsel to take part in the oral argument set by the FCC on July 12. At this time the proposed order of the Commission allocating and reserving every fifth channel on FM for one year, for various areas, will be contested by the NAB.

27—RMA officials declined to comment directly on charges made by Sen. Glen H. Taylor, Idaho Democrat, that radio set manufacturers were withholding FM receivers from the market.

JULY

1—Denying charges of a "holdback" on FM receivers, a top RCA executive told the FCC that beginning in September, 60 per cent of all "technically feasible" radio sets produced by RCA will contain FM in combination with AM.

2—The Philco Corp. has licensed the Radio Corp. of America to use its "Advanced FM System" and approximately 600 other Philco patents and inventions relating to radio and television receivers and electrical phonographs, John Ballantyne, president of Philco announced. "The new Philco Advanced FM System is an entirely new system of frequency modulation detection which is considered one of the fundamental advances in the radio art," he said.

2—WIL, owned and operated by the Missouri Broadcasting Co., in addition to being the first AM station to operate commercially in the St. Louis area, came up with another first when their new FM station took to the air with announcements and a play-by-play account of the ball game from Sportsman Park.

5—The General Electric Co. is scheduled to begin production on FM receivers next week at its Bridgeport, Conn. plant, with the first sets due to appear in dealers' stores early next month. FM transmitters already are in production at the firm's Syracuse plant.

9—Hearings for New York's five remaining assignable FM channels got under way in U. S. Court House with FCC Attorney J. Alfred Guest presiding and Commission Attorney Charles Hubert assisting. Guest is regional attorney for FCC in the N. Y. area.

10—The Cowles Broadcasting Co., owners of KRNT, has purchased the Shrine Temple in Des Moines, Iowa to be used as a new location for their new FM outlet.

11—St. Louis University, said to be the first institution of higher learning to operate a radio station, will be the first university to go on the air with FM, as a result of a contract for a 10 kw. transmitter and associated equipment with Federal Telephone and Radio Corp.

12—Revolutionary developments in the field of radio communications are expected as a result of a deal concluded through which RCA will manufacture the klystron tube by arrangement with Sperry Gyroscope Co. Radio relay systems employing transmitting and receiving set-ups on towers, spaced from 25 to 30 miles apart, are being experimentally constructed to carry telegraph messages, FM and television programs, and the new klystron tube is ready to be used in these systems.

15—The FCC heard a wide variety of witnesses alternately blast and approve the Commission's plan to reserve every fifth FM channel. In general, veterans, labor and farm groups lined up in favor of the reservation plan, while NAB and broadcasters condemned the plan for varying reasons. From the interest of most of the Commissioners, observers predicted the plan would be given final approval by the FCC.

15—NBC and RCA have perfected a new antenna that will broadcast simultaneously, and without mutual interference, television pictures,

television sound and FM it was revealed. The antenna, which is said by NBC to provide this type of transmission for the first time in broadcasting history, will be ready for operation in the fall.

16—Radio and television broadcasting is slowly moving toward a period where all facilities will be able to compete with each other, with FM regarded in some FCC quarters as the "key" to the coming battle. A statistical roundup of present applications and grants approved by the Commission only gives an inkling of the battle which is expected to show that FM grants are increasing at a more rapid rate than AM, and that tele applications are dropping off steadily.

16—The first FM broadcast tubes for 50 kw. FM transmitters have been developed by the Federal Telephone and Radio Corp., Newark, N. J. Two of these tubes have a rated output each of 25 kw. at 110 mc.

19—Following oral argument last week, the FCC gave final approval to its plan to reserve one out of every five Class B FM channels. The Commission revealed that a new plan incorporating changes which have occurred in its allocation plan is "being prepared." At the same time, the FCC hinted that it might also come up with a reservation plan for the large number of Class A FM channels.

25—A sweeping investigation of the FCC, it's alleged "exercise of control over broadcasting programs," the recent re-allocation of FM frequencies, the allocation of AM and other frequencies and its general administration was demanded in the Senate by Sen. Charles W. Tobey (R., N. H.).

29—In a move calculated to speed up FM construction and discourage alleged "squatting" on FM channels, the FCC warned that it will not permit delay in the planning and construction of FM stations for which permits have been granted. In the provision of full FM broadcast service, the Commission also announced that it is questioning all present holders of FM permits concerning the steps they have taken toward getting on the air, and will send questionnaires for reply by new permittees two months after their permits are issued.

30—Taxis in Montreal, Canada are to have FM radio communication equipment in the near future and are awaiting final arrangements with the Dept. of Transport. The elimination of the need for returning to call-boxes or offices after each trip had made the advantages of FM radio to taxicab operations so apparent that all that remains to be proven is the economic feasibility of its use in their particular case.

31—WWDC, the only standard station in Washington denied an FM outlet under the Commission's proposed grants, indicated that an appeal to the high court will be if the FCC again turns down their application.

31—N. Y. State Police have completed arrangements for the installation of a state-wide, three-way FM radio system for use by the police, calling for 73 radio telephone transmitting and receiving points. Superintendent John A. Gaffney, Div. of State Police, set the deal at the direction of Gov. Thomas E. Dewey.

AUGUST

2—Described as a "glorified hatpin" owing to its 18-inch aerial, delegates to the Ontario Police Assoc. conference in Toronto, were treated to a two-way demonstration of the latest in police radio communications system. G. Gordon Patterson and J. R. Warren, engineers from Rogers-Majestic, manufacturers of the FM equipment, were in charge of the demonstration.

5—The first FM transmitter on Canada's Pacific Coast will be erected in Vancouver this fall by the Canadian Broadcasting Corp. The new 250 watt unit will be installed on the roof of the Hotel Vancouver and tests are scheduled for Oct.

9—The first General Electric post-war FM transmitter to be delivered on the West Coast has been placed in operation atop Mt. Wilson near Los Angeles, Calif. by Earle C. Anthony, Inc., operators of KFI.

13—The FCC announced its final decision granting nine applications for FM stations in Washington, D. C.

19—An extensive improvement and expansion program among radio stations in the St. Louis area is getting under way with prospects of tele, FM and facsimile slated to become important factors in the business picture during the months to come.

20—Paul A. Walker, FCC Commissioner, in a talk before the Third Annual Radio and Audio Education Forum at the University of Texas in Austin urged educational institutions to investigate the possibilities of FM if they desired radio outlets in the near future. Following his talk plans were made for the formation of a 43 station FM educational network in Texas, by the educators.

23—The FCC officially added to its regulations on FM a new sub-section to Section 3.204, Part 3, Sub-part B, incorporating the channel-reservation policy noted by the Commission a month ago.

26—KTHT, FM, aired Texas' first FM broadcast last week, only 17 days after receiving its conditional grant from the FCC. Before its first signal was sent, the station was booked solid by sponsors for its entire six-hour daily schedule.

29—With conditional FM licenses being granted to a number of stations in the San Francisco area, plans are being made to erect transmitters and start FM broadcasting just as

soon as business and operating conditions make it possible. Some stations already have secured construction sites for transmitters, and others have options on several tentative locations.

29—A campaign to inform the public of FM receiver scarcity has been inaugurated by KCOY in Oklahoma City. KCOY broadcast three spots daily urging the public to investigate before they buy a new radio set, due to the fact that Oklahoma will soon have four or more FM stations.

SEPTEMBER

4—In a new shakeup of its FM allocation plan, the FCC added a total of 78 additional channels to a total of 55 cities throughout the country and withdrew 22 channels previously allocated to 20 other cities. The revised tentative allocation plan, the FCC said, has been developed to provide an "equitable distribution" of channel for Class B stations (for Metropolitan and Rural service) with "consideration given to the present demand for channels in the various localities."

5—A final construction permit for the first FM broadcasting station in the southwest has been granted the Express Publishing Co., and the new station will be on the air within 60 days according to an announcement made by C. D. Lutz, radio division manager for the Express Publishing Co., an Antonio, Texas.

5—Harry C. Wilder, president of WSYR-FM, Syracuse, N. Y. has started an extensive campaign to "manufacture" a listening audience" and help break the FM production bottleneck by offering to buy for cash 5,000 receiving sets and distribute them to established dealers in station's listening area.

6—The FCC awarded conditional grants to 10 applicants for new FM stations in five states.

6—Announcement was made by the FCC that it has granted station WILM, Wilmington, Del. an authorization for the new FM station. Authorization is contingent upon the separation of station WILM from the Steinmann interests which at one time controlled the station.

10—Reported to be the first New York frequency modulation station on the air with full power on the new FM band, WGYN announced the installation of a new antenna atop the Cities Service Tower. Station is carrying programs on the new band, 96.1 mc. channel 241, with transmission from the tower, 950 feet above the ground.

10—California's second commercial FM station, KRFM, Fresno, has just begun operations with a 19-hour day schedule including special emphasis on transcribed musical programs and public service features.

10—International General Electric Co., will offer demonstrations of two-way FM communications, two-way aircraft radio and ultra-high frequency waves at two separate conventions to be held in Mexico City late in September. A 250 watt FM transmitter with revolutionary GE phase-modulated circuit, scheduled to be placed in regular commercial service by leading Mexican broadcasters, will be a highlight of GE's exhibit at the broadcasters conference.

12—Delivery of postwar transmitters by major manufacturers has stepped up considerably the past few weeks with both Federal Telephone & Radio Corp. and General Electric Co. reporting sizeable production schedules. The G.E. plan at Syracuse reported that FM transmitters were coming off the lines at the rate of about one a day with 50 deliveries to broadcasters and newspapers already made. Orders for 150 transmitters from all parts of the U. S. have been received.

16—The Board of Cook County Commissioners in Illin is has received a request for $30,000 to convert the country's highway police two-way radio system from AM to FM Signals between stations and cars would be clearer and more intelligible with the use of FM.

17—Only 15,000 of the approximately 100,000 FM receivers in the Greater N. Y. area are equipped to receive on the new 88-108 mc. band and indications are that it will be some time before receivers covering the new frequencies are available in quantities in the N. Y. market. This was learned through a survey conducted by RADIO DAILP. Seven of eight FM stations in the N. Y. area are broadcasting a total of 51 hours daily on the new frequencies. None of the stations have been able to give accurate data on their listening audiences to date although two are in the process of making surveys. Blame for the plight of FM broadcasters rests with the manufacturers, all station managers agreed. They reported that new receivers—covering the 88-108 band are coming into the market in very limited quantities and the shortage of these receivers has hampered development of audiences.

18—Southern Illinois' first FM station, WMIX, owned and operated by the Mt. Vernon Radio & Television Co., Inc., organized by a group of 25 business and professional men went on the air Sunday.

19—With the Canadian Broadcasting Corp. making ready to launch its second FM transmitter, indications are that frequency modulation will get under way on a large scale in Canada during the next several months.

19—Washington's first day-long commercial FM operation got under way this week following interim permission by the FCC to WINX to duplicate its present broadcast schedule on WINX-FM.

20—A total of 65 FM stations are now broadcasting, with several score more due to go on the air within the next few months, a survey of the FM field revealed. With production of FM transmitters showing gains and output of FM receiving sets expected to be stepped up beginning this month, the outlook for FM broadcasting appeared brightest since the ending of World War II.

23—Using WGFM, General Electric FM station in Schenectady as the originating station, Union College plans to broadcast all its football games on a regional network of college broadcasting stations. The tieup with Union College marks the first time that an FM setup has been used for regional collegiate football.

25—Developments in electronics will soon transform one of America's oldest mail coach highways, the Boston Post Road, into a communication lane equipped to provide two-way radio-telephone service for motor vehicles traveling between New York and Boston. Disclosure was made by the RCA engineering products department when initial deliveries of land and mobile FM radio transmitters and receivers were made to the three Bell System companies which will operate the service.

OCTOBER

4—WGYN, Muzak-owned FM station, became New York's only full time FM outlet this week when it began transmitting from 7 p.m. to 10 p.m. five days per week and until midnight every Saturday and Sunday.

7—Finch FM station WGHF aired its first live program, presenting news and views of Broadway and Hollywood. Series will offer a name personality each week.

8—Forty-one per cent of the families planning to buy radios this year consider FM a necessity ,according to a surve just made by American Magazine, while 40 per cent are not familiar with the term FM. Sixteen percent didn't consider FM essential and three per cent didn't answer. Mail survey reached 4000 representative families of American Magazine readers and was distributed in proportion to the distribution of the magazine's circulation by city-size groups and geographical areas. Research department of Crowell-Collier Publishing Co. made the survey.

9—The Caidian Broadcasting Corp. began full time FM broadcasting in the Toronto area when its new transmitter on top of the Canadian Bank of Commerce buiding went into operation for the first time. Call letters of the new station are VE9EV and it broadcasts on the 99.1 mc. band.

10—An outstanding promotional campaign got under way in San Antonio, Texas to acquaint AM listeners with FM. Charles "Bud" Lutz, director for radio of the San Antonio Express which has been granted a license and will soon take to the air with KFYM, is in charge. A news letter is being published and sent twice monthly to dealer bringing them latest information on FM and news of the local station.

11—The FCC acted favorably on 30 FM applications.

15—Seventy-one educational institutions are licensed, have received initial authorization or have applied to operate non-profit broadcast stations, the FCC announced. In the non-commercial educational FM service, six stations are on the air, 21 are under construction and 23 applications are pending. Of 29 educatioal organizations functioning in the standard broadcast band, 20 are on a non-profit basis. Since the war and in spite of material shortages, 58 applications have been received from colleges, universities and public school systems for FM stations, integrated more or less, with statewide plans.

16—If present talk and planning among FM licensees comes to pass a new FM group distinct from NAB will be mapped out during the NAB convention in Chicago. The new group would set up as a promotional center for FM broadcasting, with its prime purpose the education of the public to the advantages of FM.

18—The Chicago Board of Education completed arrangements to re-beam transcriptions of the Chicago Times-WLS "Quiz down" program over its own FM transmitter to approximately 150 Chicago elementary schools.

21—The 24th Annual Convention of the National Association of Broadcasters opened in Chicago with paramount among the matters which broadcasters are asking the NAB to consider and act upon are the future of AM and FM radio.

21—Mass production of FM receivers for the low-price market was stated to be one of the chief aims of the Bendix Aviation Corp. One new model is designed for both AM and FM and it was pointed out that the company will approach the low-price market with the caution of good economics and will seek to establish itself in the quality market at in-between prices. Other new model is a combination FM and phonograph set, and all of the Bendix receivers will have built in FM antennas.

22—Major Edwin Armstrong, inventor of FM, speaking before the NAB Frequency Modulation panel in Chicago, recounted the

delays incident to launching FM and predicted wide development of FM within the coming year.

23—Thirty-seven members of the FMBI organization bolted the NAB's FM group when the FMBI dissolved. Several meetings will be held during the NAB meeting to take deánite steps "to formulate ideas for the new FM organization primarily interested in the promotion and development of FM." Roy Hofheinz of KTHT and FM station KOPY of Houston, Texas stated that "due to the avowed policy of NAB which was to abstain from involvements in intra-industry disputes, it was necessary to establish an independent FM organization."

24—Charles Denny, acting chairman of the FCC urged broadcasters who have not yet áled for FM grants to "re-examine their position" to make certain they will not be left out in the cold when the nation-wide shift to FM comes. That the FCC looks for such a shift was made clear to the NAB convention in Chicago by Denny. He pointed out that 579 (65 per cent) of the AM stations licensed prior to Oct. of last year have applied for FM.

24—The RMA announced that a slight rise was noted in production of FM sets in Sept. A total of 17,541 were manufactured compared with only 13,892 in August.

24—Paul Mowrey, national director of television for the American Broadcasting Co. told the NAB convention that television will be one of the greatest mediums in the education field, presenting history as it actually occurs. He further stated that television would be an enormous asset to instructors and would simplify the teaching of current affairs.

29—The American Broadcasting Company has decided to make available to affiliated stations with FM outlets, a considerable portion of the web's regularly scheduled broadcasts, with the proviso that the program in question is broadcast simultaneously with the AM transmitter. It is understood that the non-musical programs will be the ones made available to FM in order to avoid tangling with the AFM edict against musicals. Under the new service ABC makes available 107 programs throughout the week for simultaneous AM-FM transmission to affiliated stations.

31—Winnipeg, Canada will become the first city in Canada to install FM equipment, which will operate on 152 megacycles, in its waterworks and fire department vehicles.

NOVEMBER

1—Growing interest in FM radio as a sequel to the address of Charles R. Denny, acting chairman of the FCC at last week's NAB convention, is indicated in reports from several cities on FM developments. Zenith Radio Corp., Chicago, reported that advance demands of the public for radios containing FM were so heavy that it would be many months before the company could catch up with the backlog of orders.

1—Zenith Radio Corp. has launched a program to help FM stations teach the public the advantages of frequency modulation. Under its promotion plan, Zenith has promised to concentrate deliveries of FM sets to areas where new FM stations are scheduled to start operation.

6—A total of 90 FM stations are now in operation throughout the nation, the FCC reported. Last roundup was made by the Commission on September 19 which showed a total of 65 FM stations broadcasting. Approximately half of the 90 stations now operating were licensed before the war and a total of 27 of these stations are continuing to operate in the old FM band on a temporary basis. Nearly all FM stations are employing interim equipment pending completion of full construction, the FCC said.

6—More than 250 radio distributors, dealers and service men were guests of KYFM, owned and operated by the Express Publishing Co., San Antonio, Texas, at a demonstration and dinner. Following the dinner the guests were shown a Frequency Modulation film produced by the General Electric Co. A demonstration of FM broadcasting was made from the new studios and rebroadcast from the stage of the auditorium.

7—The Stromberg-Carlson Co. announced development of a low priced FM converter which restores the usefulness of some 350,000 prewar frequency modulation receivers so they can pick up programs on the new band as well as the old. The "Driscoll FM adapter," invented by George Driscoll, manager of Stromberg-Carlson's FM station, WHFM, in Rochester, N. Y., can be attached to the receiver chassis as a replacement for the built-in antenna. It will sell for a list price of $6.35 plus installation cost.

11—Roy Dunlop, CBC representative will leave for Shanghai shortly to set up broadcasts in English for Canada and the U. S. for the Chinese Broadcasting Administration. CBA is planning to build up a chain of FM stations along the Chinese coast.

13—A set of five objectives and plans for an industry-wide FM meet to be held next month or in Jan. were agreed upon at a meeting of FM broadcasters and manufacturers in Washington this week to organize the new FM association. This is the group

exclusively predicted by RADIO DAILY more than a month ago to grow out of a meeting of FMers during the NAB convention in Chicago last month.

13—Approximately 52 FM stations owned by AM broadcasters affiliated with the four major networks, are now open for a free ride in programming, since all networks permit them to use web shows which do not contain music. ABC was the most recent network to set up the same policy as the other three webs in regard to AM affiliates with FM stations. All nets now allow use of their non-musical programs where FM transmission is simultaneous with AM broadcasts. This policy includes both commercial and sustaining programs, although some networks stipulate that an FM station cannot mix both categories of shows in the same operating day. This is done as a fairness measure to the advertiser.

14—FM transmitter production added momentum this week with announcements by Federal Telephone & Radio Corp. and General Electric that shipments had been made on back orders to stations all over the country, with the bulk of outstanding orders going to stations which are already on the air or set to begin operations.

19—FM receiver output at General Electric is rapidly nearing the "full production" mark on the company's new post-war model "417," it was announced, although actual figures were not broken down. New set incorporates the low and high FM bands, standard and shortwave bands and a phonograph.

19—Ewell K. Jett, member of the FCC, speaking over WWDC, Washington, predicted that at least five million FM sets will be produced during the next year.

19—R. Alton Reed of Dallas, Texas, chairman of the Texas Baptists radio commission recommended to the Baptists meeting in convention at Mineral Wells, Texas that the Baptists should consider owning and operating FM stations over the state. Reed told the group that "this is a new field of broadcasting in which we can get in on the ground floor." He proposed that the key station would be located in Dallas with Baptists of Dallas owning and operating the station and the State Baptist board the network. All network stations would be owned and operated locally.

26—United States listeners own a total of about 500,000 FM receiving sets, according to an estimate by the FCC. Of these, about 400,000 sets were on hand before the war. The FCC estimated that FM sets now are being produced at the rate of 17,000 a month.

26—A new method of "variable inductance tuning," designed to overcome problems arising from the transfer of FM broadcasting to higher frequencies, has been perfected by engineers of the receiver division of General Electric Company, it was announced by I. J. Karr, manager. Method is described as being more efficient than gang condensers in the reception of FM at its new position from 88 to 108 MC; it is also said to be highly efficient in short-wave tuning. This type of tuner, according to Karr, has the advantage of being entirely tool made.

29—Facsimile broadcasting on FM channels will begin early in 1947 from 12 or more cities, according to a statement by Capt. W. G. H. Finch, president of Finch Telecommunications, Inc.

DECEMBER

2—Appointment of seven new committees and five sub-committees was announced by NAB in Washington this past week-end. Committees named include FM Executive, International Broadcasting Advisory, Legislative, Public Relations Executive, Sales Managers Executive, Small Market Stations Executive and the Standard of Practice Committee of the Program Executive Committee. The personnel of the FM Executive Committee follows: Walter J. Damm, Chairman, WTMJ-FM, Milwaukee, Wis.; Gordon Gray, FM Station WMIT, Winston-Salem, N. C.; John Shepard, 3rd, FM Station WGTR, Boston, Mass.; John V. L. Hogan, FM Station WQXQ, New York, N. Y., Leonard Asch, FM Station WBCA, Schenectady, N. Y.; Lester Nafzger, WCOL-FM, Columbus, O.; Everett Dillard, FM Station KOZY, Kansas City, Mo.; Clarence Leich, FM Station WMLL, Evansville, Ind.; Cecil Masten, WNBF-FM, Binghamton, N. Y.; Matthew Bonebrake, KOCY-FM, Oklahoma City, Okla.

2—In a letter to the newly-formed frequency modulation association, Acting FCC Chairman Charles R. Denny reaffirmed his faith in FM as "The finest aural broadcast system attainable in the present state of the radio art. An organization such as yours," Denny wrote, "can perform one of the most valuable services in the history of broadcasting."

5—The first FM station in Kansas, WIBW-FM was formally dedicated in special ceremonies, presented simultaneously over WIBW and WIBW-FM.

6—The FCC, in a statistical analysis of AM and FM grants and applications since V-J Day reports the total FM applications filed as of Oct. 1946:

(A) 70.8 per cent were from persons in the AM field. (B) An additional 12.3 per cent were from non-AM newspaper interests. (C) The remaining 16.9 per cent were from persons without either AM or newspaper interests. (D) Overall 34.2 per cent of the applications were from persons with news-

paper interests. 4. Total FM authorizations (CP's and CG's) issued as of October 1, 1946: (A) 74.6 per cent were issued to persons in the AM field. (B) An additional 13.5 per cent were issued to non-AM newspaper interests. (C) The remaining 11.9 per cent were issued to persons without either AM or newspaper interests. (D) Overall 37.8 per cent of the authorizations were issued to persons with newspaper interests.

10—The first post-war radio station to be opened in Chicago's metropolitan area will be WEAW, an FM station, in Evanston, North Shore suburb and home of Northwestern University.

11—First batch of 16 orders for FM transmitting equipment placed with Federal Telephone and Radio Corp. during the last six months have already been filled, according to Norman E. Wunderlich, executive sales director, while the remainder will be shipped within the next few months. All of the 16 orders came from newspaper publishers in 11 states, some of whom have never before been associated with broadcasting. Total amount of the orders placed with Federal is estimated to run more than $250,000.

12—About 3,750,000 home radio sets produced in 1947 will have an FM band, according to a prediction yesterday by Ray C. Cosgrove, president of the Radio Manufacturers Association. The nearly 4 million sets affording FM reception constitute 25 per cent of the over-all set production figure predicted by Cosgrove.

13—First privately-owned concern in Canada to receive a license for an FM broadcasting station on a regular basis will be the Canadian Marconi Co., a Transport Dept. official has revealed. The "FM" license has been approved and will be issued shortly. It will cover broadcasts from station CFCF in Montreal at 3,000 watts. The only other FM licensee in Canada at the present is the CBC.

19—A tubeless FM converter costing an estimated $2.39 for component parts, which can be attached to an old band set in a few minutes has been developed by Henry R. Kaiser, chief engineer of Pittsburgh stations WWSW and its FM affiliate, WMOT.

24—An agreement for the designing and construction of FM stations and transmitters in St. Louis, Mo., Chattanooga, Tenn. and Los Angeles, Calif., owned by Unity Broadcasting Corporations of those states (International Ladies' Garment Workers' Union), was signed Friday by Frederick F. Umhey, executive secretary, and Paul Demars, representing Raymond M. Wilmotte, Inc. Construction, expected to start next spring for completion in July, is said to be in excess of $300,000 for the three sites. Amount is said to be one of the highest expenditures in the history of FM construction.

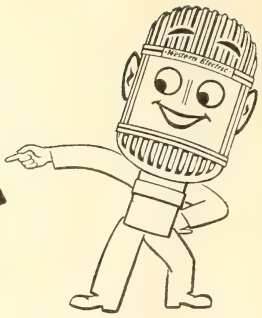
26—In order to clear the 42-44 megacycle band for use by non-Government fixed and mobile services to which it has been allocated, the FCC has assigned temporary channels to FM stations now operating in the low band. The changes are effective January 1, and in no case later than February 1. Date for cessation of all FM operation in the 44-50 band has not yet been set, and will not be until the Commission gets a clearer picture of the outlook for early accessibility of FM receivers.

27—Forecasting that FM will make its greatest strides in 1947, Arthur Freed, vice-president and general manager of the Freed Radio Corp., declared that nearly 100 FM stations are now in operation and 900 applications have been granted or are pending in hearing before the FCC. "This prediction is based on several factors," said Mr. Freed. "For one thing, the production of table model broadcast (AM) radio sets is now catching up with demand and is soon expected to meet domestic requirements. When this occurs, receiver manufacturers will increase production of FM receivers, and in this way sustain and go on to surpass the high rate of radio production attained during 1946.

31—Opposing viewpoints as to the operation of FM broadcasting are expected to enliven the Frequency Modulation Association's organizational meeting in Washington, D. C., on Jan. 10. Members attending the meeting will include broadcasters who propose duplication of FM-AM programs, those who propose to operate FM and AM separately, newspaper publishers entering the FM field and individual FM station operators. The meeting will also be another pioneering step since this will be the first time that such a group has ever considered the commercial aspects of FM and made plans for its promotion.

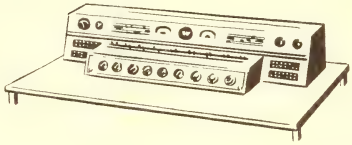
31—A significant move in the history of radio in Minneapolis, Minn. was made over the weekend when WTCN-FM went on the air for the first time, using what is described as "the world's first permanent super-directive FM antenna." Principal point of interest in the opening of the new station was the 80 foot FM transmitting antenna which dominates the Minneapolis skyline from the top of the Foshay Tower. New antenna is said by station officials to be "the first FM broadcast antenna of its efficiency to be erected."

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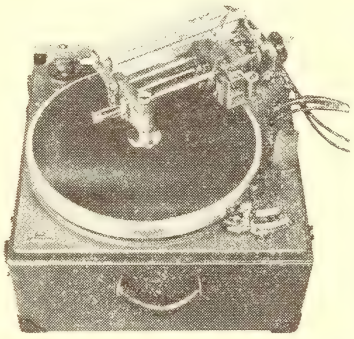
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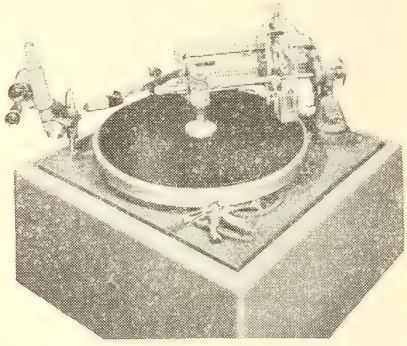
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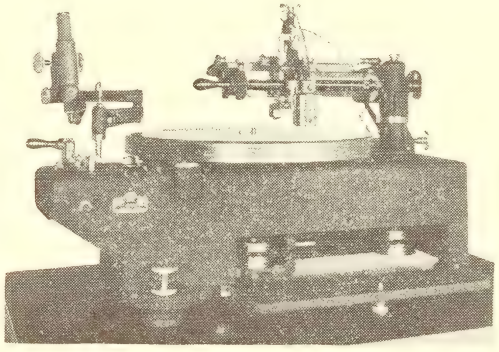
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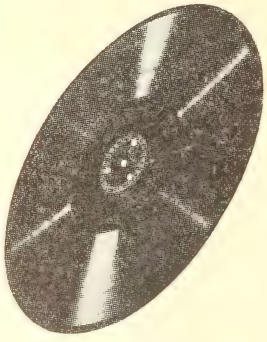
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PRODUCTION GAINS MOMENTUM

By S. P. TAYLOR, *Mgr. Distributor Sales, Radio Div., Western Electric*



S. P. Taylor

PRODUCTION to meet the radio industry's increased demands for new equipment was the Western Electric Radio Division's prime objective during 1946. At the beginning of the year the phenomenal growth of FM, the pressing needs for replacement of equipment in existing stations and the many new applications of radio and audio facilities posed seemingly unsurmountable production problems for the electronic industry.

The many new products designed by Bell Telephone Laboratories and the continuing improvement and re-design of established equipments necessitated almost complete re-tooling at Western Electric before production in large quantities could be attained. Two new plants were acquired in Winston-Salem and Burlington, N. C. adding over 500,000 square feet of factory space to Western's production facilities devoted exclusively to the manufacture of radio broadcasting, radio communications equipment and electronic apparatus of all types.

•

It was only natural for the Bell Labs-Western Electric team responsible for the negative feedback amplifier, the grounded plate FM transmitter, the non-directional and cardioid microphones and other major developments, to continue pioneering in the many expanded fields of radio communications. New Bell Telephone Laboratories designs which were put into production by Western Electric during 1946 included a multitude of items from microphone to antenna.

Early in 1946 Western Electric served the radio industry by field conversion of installed Western Electric FM transmitters and within a short time after the FCC assigned the new frequencies, many of these transmitters were converted and back "on the air" at the station's new frequency. By the end of the year 22 Western Electric FM transmitters were in operation daily in the United States.

High points of the year included the introduction of the 54A Clover-leaf Antenna for FM. Symbolically this "good-luck" antenna made its bow to broadcasters on St. Patrick's Day. The use of this high gain, broad band antenna eliminated the need of complex coupling and mounting equipment and solved many of the pressing technical problems of the industry.

•

The new line of "Transview" FM Transmitters with power ratings up to 50 KW, was announced in July 1946 and the first 1 KW equipment of this new series was delivered in October. These transmitters employ the field tested Western Electric method of Direct FM and Synchronized center frequency control and were engineered for the best over-all efficiency and the lowest possible distortion and intermodulation products.

New developments in Speech Input Equipment included Custom Built Studio Control Desks and the Relay Type Master Control Line Switching System. Because of the unique "plug-in" type of unit construction, control booth equipment using standardized components can be custom built for a station's individual needs and assembled in a compact attractive console. The Line Switching System in itself is an outstanding piece of flexible audio facility equipment. Individual panels, one for each line, can be added to accommodate the number of lines to be controlled.

•

A host of new Western Electric electron tubes, thermistors, crystals, deposited carbon resistors, etc. opens the way for still further advancement in the radio and communications art.

The Graybar Electric Co., national distributors for Western Electric, increased its service facilities for the industry by the addition of a number of trained sales engineers with electronic and broadcasting experience supplemented by Western Electric's newly organized Broadcast Field Engineering Force assures the broadcaster of full realization of the unsurpassed quality and reliability which is designed and built into the equipment.

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BROADCAST EQUIPMENT—1947

By CLYDE E. DICKEY, Gen. Sales Mgr. Federal Telephone & Radio Corp.

A POLICY of continuing development and improvement coupled with maximum production of currently needed equipment is the keynote of Federal Telephone and Radio Corporation's broadcast equipment manufacturing program for 1947. Federal, a manufacturing associate of International Telephone and Telegraph Corp., is being called upon to supply a substantial portion of the equipment required by new stations, particularly FM, as well as replacement equipment for improvement and expansion of existing AM and FM stations. To meet these needs in the shortest possible time with equipment featuring the most recent advances in radio engineering has been Federal's prime consideration in developing its 1947 production program.

The diversified line of Federal equipment being produced under this policy includes such items as transmitters for AM and FM, broadcasting tubes for those applications, high frequency cable and a complete line of speech-input and transmitter control equipment. In the latter field, the latest model of the Federal transmitter control console was already being delivered at the start of 1947 and will be increasingly available during the year. Studio control consoles, as well as speech-input and allied studio equipment, have been subjected to the same intensive production schedule and are expected to be available in ample quantity within the next few months.

•

Federal has been a leader in the broadcast tube field since the earliest days of radio and is currently emphasizing the production of such tubes as a recently developed series of high output FM triodes and the highly regarded 6C22 television triode . . . the first tube ever to develop 600 watts output at 600 megacycles. In addition, the full Federal line of standard broadcast, industrial and special application tubes are being produced in quantities sufficient to permit immediate delivery.

In the field of FM, an indication of the extent of the 1947 equipment requirements came at the end of 1946 when the FCC announced that more than 900 applications for FM broadcasting licenses had been received and 426 construction permits and 211 conditional grants had been issued.

Since FCC has indicated the desirability of stations getting on the air as soon as possible after issuance of the CP and with the highest power obtainable within the allowed power output, it is noteworthy that Federal is now delivering transmitters rated at 1 KW, 3 KW and 10 KW. These are designed so that amplifiers for higher power may be added later.

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Under this program, Federal has already made delivery on a large number of FM transmitters, antennas and associated equipment, most of which are already on the air. The first Federal 10 KW transmitter went on the air for Station WELD, Columbus, Ohio, early in 1947.

The accelerated production of Federal transmitters has been matched by the production rate of Federal's exclusive high-gain, super-directive Square Loop FM antenna. Hailed as one of the major post-war FM developments, this antenna has brought a new concept of operating efficiency and effectiveness to FM broadcasting. Impressive savings in initial transmitter investment and in day-to-day operating costs, as well as super-efficient coverage and high signal quality, are achieved through the use of these unique Square Loop antennas.

•

Thus is Federal carrying out its program of producing 3 and 10 KW FM transmitters to catch up with the demand in the early part of the year, pending delivery of 25 and 50 KW equipment later in the year.

The scope of expansion in FM during 1947 becomes impressively apparent through the FCC's estimate that 700 FM stations will be on the air by the end of the year. Federal is confident that the demands for its share of these requirements will be met during 1947.

Manufacturers of Frequency Modulation broadcasting equipment, confronted with the demands of an ever-increasing number of FM licensees anxious to go on the air, have adopted a policy of supplying low-powered temporary equipment rather than holding deliveries until permanent high-powered systems are available. Gearing this policy to a program of maximum production, the industry seems confident that the bulk of the demand will be satisfied, on an interim basis, at least, by the end of 1947.

BETTER RECORDING EQUIPMENT

By THOMAS B. ALDRICH, *General Sales Manager, Presto Recording Co.*

AS RECENTLY as eight years ago the quality of reproduction offered by instantaneous recordings was such that the average broadcasting station was by no means certain that such recordings were of any value to it. The acetate disc was just beginning to offer a material quality assuring some sort of uniformity in frequency response, lack of surface noise and consistency of behavior. Today the acetate coated disc is performing splendidly notwithstanding the fact that recording personnel continue to wish for something better.



Thomas B. Aldrich

●

Advances in turntable (recording and transcription) equipment have been noticeable during the last eight years but improvements in magnetic cutting heads and reproducers have been more important. The standardization of the desired characteristic by the National Association of Broadcasters has been of great help. Today the best manufacturers offer equipment which will assure the user of a recording having adequate modulation to minimize surface noise, low distortion, and the proper characteristic—the latter of course, assumes adequately wide frequency response. The manufacturers of broadcast reproducers are today offering products whose characteristics complement the accepted standards for recording. As a result of small mechanical impedance and adequate vertical compliance of the stylus, distortion has been reduced to a new minimum. Frequency response equals or exceeds the recorded frequencies. The wearing of transcriptions has been greatly reduced and the durability of the pickup head much improved.

●

Diameter equalization to pre-emphasize high frequencies toward the center of the disc has become less important now that the NAB recording characteristic is becoming widely accepted. The NAB equalization at 10,000 cps is such that to add to this the usual diameter equalization at the inner part of a sixteen inch disc would only produce high frequency overloading and distortion. Some recording engineers still wish to add a small degree of high frequency equalization for diameter but the amount is strictly limited.

It is to some extent surprising that a few individuals still refuse to completely accept the new recording characteristic. That these few may consider their own curves superior is understandable but those who must play back these off-standard recordings are faced with a real problem. Fortunately the situation is better today than previously and the characteristics of reproducers and compensators may be standardized with less fear of discs of individualized response making their appearance.

●

The high power amplifier, 50 watts or more, is obviously what the recording engineer of today wants. The 10 watter was adequate for recording a flat characteristic of limited high frequency content. However, equalized high frequency peaks can easily require an instantaneous output peak of 35 to 45 watts. It may be argued that a cutting head will not respond to such power but at least the 50 watt amplifier will and without reaching a point of high distortion.

The trend in turntable drives seems to be leaning toward direct gear drives at both 78 and 33-1/3 rpm. Idler operated rim drives, belt drives, and ball bearing planitary drives all have their advantages and disadvantages. Positively connected gear drives offer the most perfect speed regulation and modern tools make possible a much finer gear than previously—a gear which can be completely filtered with a reasonably simple mechanism.

●

The requirements for frequency modulation are somewhat higher than for amplitude modulation. The best recording and transcription equipment can meet the new specifications as far as speed regulation and mechanical background noise are concerned. Uniform frequencies between 30 and 15,000 cps are not strictly attainable with commercial equipment today but are closely approached. Considering the fact that most of the listening audience will not be in a position to purchase receivers of such fidelity, the frequency question should not be serious.

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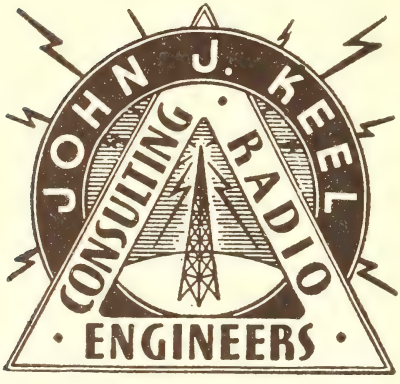
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Mesa, KARV ..... Gordon Kelly
Phoenix, KOY ..... Lewis Sublett
KPHO ..... Louis Halpern
Safford, KGLU ..... Herbert Hartman
Tucson, KOPO ..... Selwyn Kirby
KTUC ..... Cliff Livingston
Yuma, KYUM ..... Leavenworth Wheeler

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KLRA ..... Kermit Tracy
North Little Rock, KXLR ..... Melvin P. Spann
Paragould, KDRS ..... J. E. Douglas
Siloam Springs, KUOA ..... Kenneth Maxwell

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Bakersfield, KAFY ..... James Welch
KERO ..... Steven Weber
KPMC ..... L. P. Marvis
Dinuba, KRDU ..... John M. Banks
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Glendale, KIEV ..... Vern Schumann
Hollywood, KFWB ..... Harry Myers
KGFJ ..... Homer Obuchon
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KMPC ..... Loyd Sigmon
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WKRC.....George Wilson
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WHK.....R. H. DeLany
WJW.....Gerald G. Roberts
WTAM.....Ed Leonard
Columbus, WBNS.....Lester H. Nafzger
WCOL.....Leo DeConnick
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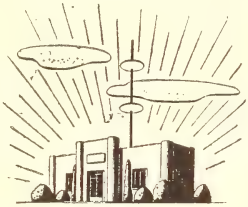
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Phone: Winchester 2121

President.....G. H. Browning
V. P.-Sales Manager.....R. L. Purrington
Purchasing Agent.....C. W. Craven
General Manager.....C. H. Day
Chief Engineer.....F. A. Spindell

PRODUCTS: Frequency Meters, Audio & Radio; Frequency Standards, Cathode Ray Oscilloscopes, Capacity Relays, Ultra-High and Super-High Signal Generators, FM-AM Tuners, Amateur Frequency Meters, Capacitance Alarm Systems, and Special Electrical Equipment.

The Brush Development Company

3405 Perkins Ave., Cleveland 14, Ohio
Phone: Endicott 3315

General Sales Manager.....Blair Foulds
Mgr. Magnetic Recording Dept.....R. B. Matheson
Mgr. Acoustic and Hearing Aid Div.....H. D. Hill
Mgr. Industrial Instrument Div.....M. P. Odell
Mgr. Crystal Div.....R. B. Nottingham

PRODUCTS: Magnetic Recording Equip-

ment, Recording Equipment: Record cutters, phonograph pickups, cartridges, Microphones, headphones, Hushatones.

William W. L. Burnett Radio Lab.

4818 Idaho St., San Diego 4, Calif.
Phone Talbot 4943

Chief Eng.-Owner....William W. L. Burnett

PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service, Special Laboratory Testing Equipment.

California Telephone & Electric Co.

6075 W. Pico Blvd., Los Angeles 35, Calif.

President.....C. W. Evans
Supt., Intercommunicating Equipment
M. E. Harris
Foreman, Microphone Dept.....O. B. Carrier

PRODUCTS: Microphones, intercommunicating telephones, talk-back equipment, amplifiers.

Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.
Phone: Elkhart 1205

President.....F. C. Best
Sales Manager.....W. A. Nicely
Chief Engineer.....N. C. Schellenger
Credit Manager.....M. F. Schneck
Purchasing Agent.....B. S. Turner

PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

Clarostat Mfg. Co., Inc.

130 Clinton St., Brooklyn, N. Y.
Phone: Main 4-1190

Pres.-General Manager.....Victor Mucher
Treasurer .....William Mucher
Secretary.....Charles H. Burnell
Chief Engineer.....George Mucher
Sales Engineer.....I. J. Youngblood

BRANCH OFFICES: 540 No. Mich. Ave., Chicago. PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

Collins Radio Co.

Cedar Rapids, Iowa
Phone: 3-3281

President.....Arthur A. Collins
Exec. V. P.—New York.....W. J. Barkley
Vice President.....R. S. Gates
Vice-President.....L. M. Craft
Secretary-Treasurer .....S. J. Storm

BRANCH OFFICES: 11 W. 42nd St., New York 18, N. Y., Phone, Lackawanna 4-0229, Executive, W. J. Barkley; 458 S. Spring St., Los Angeles 13, Cal., Phone, Tucker 9404, Carl W. Service.

PRODUCTS: AM Broadcast Transmitter, FM Broadcast Transmitters, Broadcast Speech Equipment and Accessories, Airborne Radio Communication Transmitters and Receivers, Ground Station Radio Communication Transmitters and Receivers, Radio Amateur Transmitters, Receivers, and Variable Frequency Oscillators.

Colonial Radio Corp.

254 Rano St., Buffalo 7, N. Y.
Phone: Riverside 2450

President.....A. H. Gardner
V. P. in charge of Eng.....H. C. Forbes
V. P.-Secy.-Comptroller.....H. E. Riordon
Works Manager.....J. C. Ryan
Director of Purchases.....J. K. McDonough
Manager-Industrial Relations.....C. J. Kolb
Sales Mgr.—Home Set
Division.....T. P. Cunningham
Sales Mgr.—Automotive
Division.....C. H. Symington
Service Manager.....R. K. Pew

BRANCH OFFICES: Bloomington, Ill., Phone, 7631, H. P. Wangelin; 1020 Fisher Bldg., Detroit, Mich., Phone, Madison 7251, C. H. Symington.

PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

Communication Equipment & Engineering Co.

5646 W. Race St., Chicago, Ill.
Phone: EStebrook 3109-10

President.....Robert A. Clark
Vice-President .....R. Farrell
Secretary-Treasurer.....R. E. Meyers

PRODUCTS: Transmitters, receivers, amplifiers and test equipment, carriers telephone and telegraph equipment.

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland 11, Ohio
Phone: CLearwater 6500

President-Sales Manager....G. F. Benkelman

PRODUCTS: Fixed composition resistors, suppressors, precision resistors.

Continental Electric Co.

Geneva Illinois
Phone: Col. 1216

President & Treasurer.....H. A. McIlvane
Secretary.....O. T. McIlvane
Vice-President.....W. S. Sims
Vice-Pres. in Charge of Publicity & Sales
R. E. Smiley
Vice-Pres. in Charge of Engineering
J. H. Hutchings
Export Manager.....E. D. Magnus

BRANCH OFFICE: 188 W. Randolph St., Chicago, Ill., Phone Andover 5029, Vice-President in charge of Publicity and Sales, R. E. Smiley.

PRODUCTS: Electronic tubes, phototubes, rectifier tubes, grid control tubes, fluorescent lamps, ultra violet and stationery lamps. Special tubes of all kinds.

Cornell-Dubilier Electric Corp.

333 Hamilton Blvd., S. Plainfield, N. J.
Phone: PLainfield 6-9000

President.....Octave Blake
Vice-President.....William Dubilier
Vice-Pres.-Treas.....Haim Beyer
Vice-President.....Wm. M. Bailey
Vice-President.....Paul McK. Deeley
Vice-President.....Felix Weiss
Vice-President.....T. E. Abeel
Vice-President.....Max Bleich
Secretary.....Kenneth E. Ryan
Asst. Treasurer.....L. F. Geiser
Asst. Secretary.....M. F. Keating
Comptroller.....J. A. Bertolacci

PRODUCT: Capacitors.

Corning Glass Works

Corning, New York
Phone: Corning 372

President.....W. C. Decker
Vice-President-Sales Mgr....C. D. LaFollette
Mgr. Electronic Sales Dept.....C. J. Phillips

BRANCH OFFICES: New York, N. Y., C. P. Eggleton; Chicago, Ill., J. D. Brown; San Francisco, Calif., T. J. Thompson.

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes, metallized glassware, including timmer capacitors, resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York, N. Y.
Phone CO 7-2525

President.....John Cook
Contact.....W. F. Osler, Jr.

PRODUCTS: Radio and Electrical Wires and Cables.

The Crosley Corp.

1329 Arlington St., Cincinnati 25, Ohio
Phone: KIrby 6600

President.....I. B. Babcock
Vice-President & General Manager.....R. C. Cosgrove
Vice-Pres. in Charge of Research & Engr. L. M. Clement
V. P.-General Sales Mgr.....S. D. Mahan
Dir. of Purchases.....Frank Warner
Asst. Secy. & Asst. Treas.....E. J. Ellig
Dir. of Industrial Relations...G. F. Gamber
Asst. to V. P. & Gen. Mgr..Lincoln J. Karmen
Dir. of Purchases.....Frank W. Warner
Controller.....L. W. Adkins

PRODUCTS: Radio—AM, FM, Television.

Crystal Research Laboratories, Inc.

29 Allyn St., Hartford 3, Conn.
Phone: 7-3215

President-General Manager..Samuel I. Ward
Vice-President.....Henry F. Jochim
Secretary.....Frances M. Andrews
Mgr.—Cryscon Div.....Philip Scharr
Mgr.—Crystal Div.....Ernest B. Lewis
Mgr.—Metronoma Div.....D. Harold Hickey
Chief Engineer..... Walther Anderson
Purchasing Agent.....K. O. Jacobs
Mgr.—Metavac Div..... G. Fadel
Machine Shop Head.....George Waller
Ultrasonorator Div. Head.....Lewis Harden
Personnel Mgr.....D. H. Hickey
Research Physicist.....Dr. Leo Epstein

BRANCH OFFICES: 37 M Mill St., Unionville, Conn., Phone, Farm. 599, Philip Scharr; Avery Ave., Flushing, N. Y., Phone, FLushing 9-8839, George Fadel.

PRODUCTS: Quartz oscillating plates (communication and non-communication); the Ultrasonorator; the Metronoma; Padder and postage stamp condensers; fused quartz fabrications; metal and chemical coatings; amateur xtals and components; synthetic jewel operations.

De Mornay-Budd, Inc.

475 Grand Concourse, New York 51, N. Y.
Phone: Melrose 5-1900

President .....R. DeMornay
Sales Manager.....Eugene L. Berman
Chief Engineer.....Leonard Sherbin
Comptroller .....Roger Baker
Production Manager.....Louis Della Penna
Electronic Sales..... Charles George
Purchasing Agent.....Robert Heffernan
Dir. of Sales Prom.....Karl A. Barleben
Dir. of Adv. & Pub.....Ben Kerner

PRODUCTS: Navigational equipment, marine and aircraft radar, R. F. transmission lines, stub-supported coaxial lines, mixers, rotating joints, directional couplers, H. F. test equipment, modulators, I. F. strips, antennae, bench and field testing equipment, wave guides.

Doolittle Radio, Inc.

7421 S. Loomis St., Chicago 36, Ill.
Phone: Radcliffe 4100

President.....E. M. Doolittle
Chief Engineer.....H. Knaack

Sales Manager.....H. V. Carlson
Purchasing Agent.....M. Yatsak

BRANCH OFFICES: Manufacturers representatives throughout the United States.

PRODUCTS: Emergency radio communications equipment, including station transmitters and receivers, mobile transmitters and receivers and all accessories. Concentric transmission line, frequency monitors, distortion meters, broadcast frequency monitors.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616

President.....Allen B. Du Mont
Vice-President.....Leonard F. Cramer
Secretary.....Bernard Goodwin
Treasurer.....Paul Raibourn
Dir. Tele B'casting.....Leonard F. Cramer
Gen. Mgr. Mfg. Div.....C. Edwin Williams
Gen. Mgr. Tech. Sales....G. Robert Mezger
Dir. of Research.....Thos. T. Goldsmith, Jr.
Chief Engineer.....P. S. Christaldi
Controller.....B. L. Graham
Gen, Mgr. Tele Sales.....Ernest A. Marx
Plant Supt.....Bruce T. DuMont
Purchasing Agent.....F. P. Rice
Personnel Director.....H. Housten

BRANCH OFFICE: 515 Madison Ave., New York, N. Y., Phone, ELdorado 5-4822, Manager, Samuel H. Cuff.

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs and Material Test Instruments.

Dumont Electric Corp.

34 Hubert St., New York, N. Y.
Phone: CAnal 6-7980

President & Sales Manager...Philip Dubilier

PRODUCTS: Paper, electrolytic and mica condensers.

DX Crystal Co.

1200 N. Claremont Ave., Chicago 22, Ill.
Phone: Armitage 3740

Co-owner.....Louis J. Patla
Co-owner.....Maurice P. McLean
Sales Manager.....George H. Timmings
Chief Engineer.....John Laban
Credit Manager.....Corliss Bangart
Purchasing Agent.....Jane Sullivan
Advertising Manager.....Michael Mayger

PRODUCTS: Quartz xtals, toroid coils, coil transformers, screw machine parts, universal joints and mechanical assemblies, loudspeakers.

Eastern Electronics Corp.

41 Chestnut St., New Haven 11, Conn.
Phone: New Haven 8-3191

President.....Amy G. Annis
General Manager.....J. Robert Potter
Director of Engineering..Roland S. Bruneau
Secretary-Treasurer.....John J. Sullivan
Chief Mech. Engr.....George H. Newton
Office Manager.....Maurice E. Fossett

PRODUCTS: Radio, electronic, and laboratory test equipment, Precision Wire Wound Resistors, Phonograph Turntable Units, Portable Phonograph Record Players, Radio Receiving Sets, Rotary Selector Switches, Wheatstone Bridges, Impendance Bridges, Audio Oscillators, Radio - Phono Combinations.

Hugh H. Eby, Inc.

18 W. Chelten Ave., Philadelphia 44, Pa.
Phone: TENnessee 9-1800

President.....James L. Hawley
V. P.-Treasurer.....Frank Holmstrom
Secretary.....T. J. Mullaney
Chief Engineer.....L. Wanner
Purchasing Agent.....J. Gould

PRODUCTS: Binding posts and terminals, cable connectors and couplings, custom moldings, electric eyes, headphones, knobs, metal stampings, lugs, microphones, photoelectric relays, photocells, phototubes, plugs, screw-machine parts, speaker connectors, terminal plugs, terminal strips and blocks, tube shields (miniature), tube sockets, electrical assemblies of all types for radar, telephones, headsets, microphones; jacks.

Eckstein Radio and Television Co.

914-18 LaSalle Ave., Minneapolis 2, Minn.
Phone: Main 8359

Secretary-Treasurer.....E. R. Bostrom
Chief Engineer.....Frederick Lewis
Production Manager.....D. F. Boulett
Purchasing Agent.....E. A. Eckstein
Export Manager.....Harry Scheel
Sales Manager.....E. R. Bostrom
Manager—Metal Shop.....L. D. Eldridge

BRANCH OFFICE: 4237 N. Lincoln Ave., Chicago 18, Ill., Phone, DIVersey 3672-3, Harry J. Scheel (Export Sales).

PRODUCTS: Communication type car receivers (Karadio), home receivers (Ecko), private aircraft receivers, audio amplifiers..

Electronic Corp. of America

170 - 53rd St., Brooklyn 32, N. Y.
Phone: GEdney 9-5335

President .....Garrard Mountjoy
Export Manager.....E. Rojo
Assistant Sales Manager.....Tom Ward
Advertising Manager.....Paul Rofield
Credit Manager.....Roy Neusch
Office Manager.....A. Eyer
Chairman of the Board.....S. Novick
Director of Purchases.....M. Bloom

PRODUCTS: ECA (Consumer Radios), Typatune (musical toy typewriter), Pianotune (toy piano).

Electronic Laboratories, Inc.

24 W. 24th St., Indianapolis, Indiana
Phone: Talbot 2442, Riley 1551

President.....William W. Garstang
Vice-President-Engineering.....R. H. Frye
Vice-President-Sales.....W. E. Peek
Vice-President-Manufacturing....H. C. May
Secretary.....Albert M. Campbell
Treasurer & Comptroller.....A. L. Mack
Chief Inspector.....H. Palin
Quality Control Head.....R. M. Loomis
Purchasing Agent.....D. A. Wilson

BRANCH OFFICES: 222 E. 38th St., New York 16, N. Y., Phone, VA 6-3463, Lee Rocke; 13 E. 40th St., New York 16, N. Y., VA 6-3463, Arthur Rocke.

PRODUCTS: Vibrators, regulated vibrator power supplies, inverters, converters, rectifier packs, Electrical toys, railroad, marine and bus fluorescent lighting, radios, radio permeability tuners.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.
Phone: No. 2-2168

General Manager.....D. A. Marcus
Chief Engineer.....S. K. Babock
Purchasing Agent.....R. T. Liggitt
Controller.....Frank C. Mann
Factory Representative.....J. H. Holley
Manager—Inverter Division..W. H. Burgess

PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphone, the transmeter, the electronic inverter.

Electronic Tube Corp.

1200 E. Mermaid Ave., Phila. 18, Pa.
Phone: Chestnut Hill 6800

Pres.-Sec.-Treas. .....Seymour Turner
V.P.-Chief Engineer.....Henry Bemford
Senior Engineer.....James W. Phillips
Engineers.....D. F. Ottolini, Paul A. Keller
Purchasing Agent.....Mary R. Scott

PRODUCTS: Multiple gun cathode ray tubes, standard cathode ray tubes, multiple channel oscilloscopes, magnetostriction oscillators, miscellaneous electronic equipment.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: Chelsea 2-1800

President..... Benjamin Abrams
Secretary-Treasurer.....Max Abrams
V. P.-Engineering & Production
Dorman D. Israel
V. P. Head of Home Prods. Div..P. G. Gillig
V.P. Chg. Purchasing.....Harvey Tullo
Cabinet Design.....Stephen Chew
Personnel Manager.....Peter R. Certo
Merchandising Counsel.Warren R. Lightfoot
Sales Pro. Mgr.....Charles O'N. Weisser
Advertising Manager.....E. Frances Solow
Comptroller .....Victor Stevens
Chief Engr. Home Prod...A. George Rogers
Chief Engr. Special Prod.....Maurice Levy

BRANCH OFFICES: 666 Lake Shore Drive, Chicago, Ill., Phone, Superior 4100. E. N. Greenebaum, Jr., Manager.

PRODUCTS: Home radio receivers—AM and FM radios: table models—AC and AC-DC, compact models—AC-DC, personal models—self powered, portable models—self powered—AC-DC, console models—AC and AC-DC, record players—table models and portables, phonoradios—table models and consoles and portables, portable recorder and playback, television receivers, hearing aid radios, public address system, industrial television, components: speakers, radio vacuum tubes, phonograph needles. Electronic Equipment: radar sets, radio transmitting and receiving sets, electronic navigation equipment, electronic traffic control equipment, marine communication equipment.

Erco Radio Laboratories Inc.

Hempstead, Long Island
Phone: Hempstead 6985-985

PRODUCTS: Receivers, Transmitters, Radio Airport Traffic Control Equipment, Radio Frequency Standards, Radio Communications Equipment, Radio Test Equipment. (*resonance meters.)

AFFILIATED COMPANY: Aero Communications, Inc., Hempstead, Long Island, N. Y., Phone, Hempstead 6985-985.

PRODUCTS: Receivers, transmitters, radio airport traffic control equipment, radio frequency standards, radio communications equipment, radio test equipment, and resonance meters.

Espey Manufacturing Co., Inc.

528 E. 72nd St., New York 21, N. Y.
Phone: BUtterfield 8-2300

President-General Manager...Nathan Pinsley
V.P.—Production .....James Valladares
V.P.—Engineering .....Harry Zion
V.P.—Research Eng.....Jack Rosenbaum
Secretary .....Morris Pinsley
Mdse, Control Div.....Gordon Poole
Comptroller .....Max Goldberg
Personnel Director.....Julius Treuman
Merchandise Manager.....Michael Ross

PRODUCTS—Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets.

Fada Radio & Electric Co., Inc.

30-20 Thomson Ave., Long Island City, N. Y.
Phone: Ironsides 6-5400

President.....J. M. Marks

Secretary-Treasurer.....D. I. Marks
Director of Procurement.....I. N. Marks
Sales Manager.....A. Wellington
Advertising Manager.....H. N. Lubet
Export Manager.....H. N. Laubet
Comptroller.....H. Carlish
Plant Manager.....J. Lewandowski

PRODUCTS: Radio receivers, radio-phonograph combinations, portable receivers, portable phonograph amplifiers, phonograph wireless record players, FM receivers and radio-phonograph combinations, television receivers.

Fairchild Camera and Instrument Corporation

88-06 Van Wyck Blvd., Jamaica 1, N. Y.
Phone Jamaica 6-3800

President.....J. S. Ogsbury
Exec. Vice-Pres.....E. Robinson
Vice-President—Sales.....C. A. Harrison
Vice-Pres. & Secy.....C. L. Terrill
Vice-President.....J. A. Hewlett
Treasurer.....J. H. Dalton
Dir. Eng. & Research.....R. H. Lasche
Asst. Vice-Pres. & Works Manager
R. A. Draghi
Asst. Vice-President.....R. G. Sanders
Purchasing Agent.....O. Leutz
Dir. of Publicity.....R. H. Bailey
Advertising Manager.....H. K. Yulke

PRODUCTS: Sound recorders (console and portable), amplifier-equalizers, transcription turntables, dynamic pick-ups, magnetic cutterheads, radio direction finders, precision potentiometers, special motors.

Farnsworth Television & Radio Corp.

3702 E. Pontiac St., Fort Wayne 1, Indiana
Phone: Anthony 5301

President.....E. A. Nicholas
Vice-President—Engineering
B. Ray Cummings
Vice-President—Sales.....E. H. Vogel
Vice-President-Secretary.....E. M. Martin
Vice-President-Treasurer.....J. P. Rogers
General Superintendent.....R. C. Jenkins
Manager—Research .....Madison Cawein
Chief Engineer—Electronic
Apparatus Division.....J. C. Ferguson
Chief Engr.—Receiver Div.....W. H. Myers
Dir. of Public Relations.....Paul J. Boxell
Mgr.—Broadcast Div.....Pierre Boucheron
Mgr.—Mobile Communications
Division.....J. A. Curtis
Sales Mgr.—Farnsworth Div.E. H. McCarthy
Sales Mgr.—Capeheart Div.....I. C. Hunter
Adv. Sales Prom. Mgr.....J. S. Garceau
Special Prod. Sales Div. Mgr...E. S. Needler
Export Dept. Mgr.....Frank Harris
Purchasing Agent.....R. L. Colfax

BRANCH OFFICES: 3301 S. Adams St., Marion, Ind., Phone, 4600, J. P. Rogers; Lucretia Ave., Huntington, Ind., Phone, 1331, R. C. Jenkins; 805 W. Walnut St., Bluffton, Ind., Phone, 911, R. C. Jenkins.

PRODUCTS: AM radios and phonograph-radios, AM/FM radios and phonograph-radios, Capehart and Panamuse by Capehart AM/FM phonograph-radios; automobile radios, television receivers, television transmitting equipment, television studio equipment, television-telemetering equipment, FM transmitters, railroad radio communications equipment, taxicab radio communications equipment, mobile communications equipment, automatic record changers, television tubes, television antennas.

Federal Recorder Co., Inc.

630 S. Wabash Ave., Chicago, Ill.
Phone Har. 8330

General Manager.....Ralph Rubenstein
Engineer.....Earl Kent

BRANCH OFFICES: 251 Fourth Ave., Gramercy 5-0711, New York, N. Y.; 150 Marietta St., N. W., Atlanta, Ga.; 569 Mission St., San Francisco, Calif. PRODUCTS: 12 and 16" Recording Discs, Cutter Heads, Recording Amplifiers, Home Recorders, Cutting and Playback Needles, Steel, Glass and Paper Base Recording Blanks.

Federal Telephone and Radio Corp.

200 Mt. Pleasant Ave., Newark 4, N. J.
Phone: Humboldt 2-8000

President .....Sosthenes Behn
Vice-President.....Theodore M. Douglas
Vice-President.....Edward N. Wendell
Exec. Sales Dir.....Norman E. Wunderlich
Chief Engineer.....Francis X. Rettenmeyer

BRANCH OFFICES: 343 N. Michigan Ave., Chicago 11, Ill., Phone, Central 6900, Harold KaDell; 8 DuPont Circle. Washington, D. C., Phone, Michigan 0622, E. J. Girard.

PRODUCTS: Complete broadcast systems—AM, FM, TV; FM square-loop antenna; AM-FM transmitting and rectifying tubes; coaxial cable; FM and lead-in wire; selenium rectifiers; home radio receivers.

Ferranti Electric, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone: CIrcle 7-0912

Vice-President.....W. R. Spittal

PRODUCTS: Audio and power, transformers, chokes, filters, wiring and assembly, sheet metal, and bakelite fabrication.

Finch Telecommunications, Inc.

4th & Virginia Sts., Passaic, N. J.
Phone: Passaic 2-3440

President.....W. G. H. Finch
Treasurer.....Harold J. Frees
Secretary.....Margaret C. Harkey
Plant Mgr.-Chief Engineer.Richard E. Mathes
Sales Manager.....Herman H. Rathkamp

BRANCH OFFICE: 10 E. 40th St., New York 16, N. Y. Phone, CIrcle 6-8080. W. G. H. Finch, President.

PRODUCTS: Facsimile, recording paper, Finch rocket antennas.

A. W. Franklin Mfgr. Corp.

43-20 34th St., Long Island City 1, N. Y.
Phone: STillwell 4-1160

President.....Albert W. Franklin
V.P.—Engineering Prod..Joseph M. Vananzi
Vice-President—Sales.....N. H. Lawton
Credit Manager.....Fred Weller
Purchasing Agent.....S. Yurman
Service Manager.....William Telmoss

BRANCH OFFICES: 635 N. Penn St., Indianapolis 4, Ind., Phone, Lincoln 5191, George R. Brand, Sales; 2216 W. 11th St., Los Angeles 6, Calif., Phone, Drexel 1263, Harry A. Lasure, Sales & Warehouse.

PRODUCTS: Sockets, plugs, switches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings, plastic molded products, air-loops.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WAlker 5-8765

President.....Max Adelberg
Vice-President-General Mgr...Arthur Freed
Treasurer.....Melvin Zalkin

PRODUCTS: Manufacturer of Freed-Eisemann high-fidelity radio-phonograph combinations, all incorporating frequency modulation band.

Galvin Mfg. Corporation

4545 Augusta Blvd., Chicago 51, Ill.
Phone: SPAulding 6500

President.....Paul V. Galvin
Vice-President in Charge of Production
Frank J. O'Brien
Vice-President in Charge of Automotive Division .....Elmer H. Wavering
Vice-President in Charge of Home Products Division.....W. H. Stellner

PRODUCTS: Motorola Home Receiving Sets, Radio Phonograph Combinations, FM Receiving Sets, Automatic Record Players, Auto Radio Receiving Sets, AM and FM 2-Way Police Radio Communication Systems, Aircraft Radio, Gasoline car heaters.

Garod Radio Corp.

70 Washington St., Brooklyn 1, N. Y.
Phone: MAin 4-6044

President.....Max W. Weintraub
Assistant to President.....Maurice Raphael
Sales Manager.....Louis Silver
Treasurer.....B. S. Trott
Purchasing Agent.....Emanuel Weintraub
Advertising Manager.....Joseph G. DeVico

PRODUCTS: Radio and television receivers, television-phonograph-radio combinations, radio-phonographs, portables, farm radios.

General Electric Electronics Department

Thompson Road, Syracuse, N. Y.
Phone: 6-4411

President of Company.....C. E. Wilson
Vice-Pres. in Charge of Electronics Dept.
Dr. W. R. G. Baker
Genl. Sales Mgr.....A. A. Brandt

BRANCH OFFICES: 140 Federal St., Boston, Mass., R. L. Hanks; 570 Lexington Ave., New York 22, N. Y., H. J. Mandernach; 1405 Locust St., Philadelphia 2, Pa., T. B. Jacocks; 187 Spring St., N.W., Atlanta 3, Ga., T. B. Willard; 4966 Woodland Ave., Cleveland 4, Ohio, R. P. VanZile; 840 So. Canal St., Chicago 80, Ill., G. S. Peterson, 106 W. 14th St., Kansas City 6, Mo., R. J. Meigs; 1801 N. Lamar St., Dallas 2, Texas, W. M. Skillman; 235 Montgomery St., San Francisco 4, Calif., W. M. Boland.

PRODUCTS: Receivers, Transmitters, Tubes, Components.

General Electronics Inc.

1819 Broadway, Room 1410
New York 23, N. Y.
Phone: CIrcle 7-8093

Vice-President-Treasurer....D. E. Replogle
Sales Manager.....T. A. Haish

PRODUCTS: Electron power and transmitting tubes, fluorescent starters.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio
Phone: 2235

President.....A. W. Fritzsche
Treasurer.....C. F. Russert
Vice-Pres., Factory Mgr.-Plastics Div.
O. W. Marsh
Vice-Pres., Factory Mgr.-Mech. Div.
W. A. Schmittgen
Vice-Pres., Sales Mgr. of Mechanical Div.
H. E. Moon
Vice-Pres., Sales Mgr. of Plastics Div.
Steve Hiltebrant

PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

General Instrument Corp.

Subsidiaries:
General Instrument & Appliance Corp.
General Electronic Apparatus Corp.
829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400

Chairman of the Board.....Samuel Cohen
President-Treasurer.....A. Blumenkrantz
Executive Vice-President....Richard E. Laux
Vice-President—Sales.....Don J. Phelps
Sales Manager.....George P. Marron
Speaker Division.....Leon Golder
Chief Engineer.....Berne N. Fisher

PRODUCTS: Variable condensers, push button devices, record changers, loud speakers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 0707

President .....Morris Perlman
Gen. Manager.....Edward Metzger
Chief Engineer.....Lester Lindgren
Credit Manager.....Vera Ludwig
Purchasing Agent.....Ernest Neustadter
Sales.....L. Tenenberg, Vera Chrest

PRODUCTS: Coil Forms, Terminal Strips, Radio Backs, Baffle Boards, Loop Forms, Sockets, Battery & Wafer, etc., Special Assemblies, Fabricators of Laminated Phenolic Materials and other products.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 4400

Chairman of Board.....H. B. Richmond
President.....E. H. Locke
Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Production.....C. C. Carey
Secretary-Treasurer.....F. L. Tucker
Asst. Secretary-Treasurer.....C. E. Hills, Jr.
Chief Engineer.....M. Eastham

BRANCH OFFICES: Rm. 815, 90 West St., New York 6, N. Y., Phone, WOrth 2-5837, I. G. Easton; 950 N. Highland Ave., Los Angeles 38, Calif., Phone, Hollywood 6201, Fred Ireland; 920 S. Michigan Ave., Chicago 5, Ill., Phone, Wabash 3820, Kiplin Adams.

PRODUCTS: Precision radio and electronic laboratory and testing instruments.

The Fred Goat Co., Inc.

314 Dean Street, Brooklyn 17, N. Y.
Phone: TRiangle 5-0940

President.....Walter Goat
Vice-President & Gen. Mgr...J. R. Ellison
V. P. & Sales Mgr.....E. M. Haines
Secretary.....H. D. Smith

PRODUCTS: Tube shields—small intricate drawn, formed and stamped parts, manufactured to very close tolerances from the difficult working metals and alloys.

The Hallicrafters Co.

4401 W. 5th Ave., Chicago 24, Ill.
Phone: Van Buren 6300

President.....W. J. Halligan
Exec. Vice-President.....R. W. Durst
Vice-President—Engineering R. E. Samuelson
Secretary-Treasurer.....J. J. Frendreis
Sales Manager.....R. J. Sherwood
Asst. Sec.-Purch. Agent.....E. J. Corcoran
Assistant Treasurer.....M. P. Heinz
Vice-President.....L. L. Kelsey
Works Manager.....G. H. Hartley

PRODUCTS: Short-wave radio communication receivers and transmitters, marine radio-telephones; home set receivers.

Hamilton Radio Corp.

510 Sixth Ave., New York 11, N. Y.
Phone: GRamercy 7-5210

President.....A. A. Juviler
Vice-President.....P. L. Schoenen
Asst. Treasurer.....M. Sobin
Director of Sales.....J. F. Crossin
Chief Engineer.....J. Ravdin
Purchasing Engineer.....M. Z. Landau
Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone LOngacre 5-1300

President.....Lloyd A. Hammarlund
V-P & Treasurer.....Joseph Lush
V-P .....H. B. Macartney
Secretary-Comptroller.....E. A. Wittmer
Advertising Mgr.....G. W. Shuart

PRODUCTS: Manufacturers of precision communications equipment.

Frederick Hart & Co., Inc.

(Formerly Amertype Recordgraph Corp.)
350 Madison Ave., New York 17, N. Y.
Phone: Vanderbilt 6-3236

Vice-President.....Albert D. Stern

PRODUCTS: Sound recording-reproducing instruments for radio stations, 2-way telephone conversations where authorized, radio interception and monitoring, film recorder-reproducers, magnetic recorder-reproducers.

Hartenstine Zane Co., Inc.

225 Broadway, New York 7, N. Y.
Phone: BA 7-8390-1

Secretary-Gen.-Mgr.....Chas. J. Hartenstine

BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. Phone, Orange 4-6054. M. A. Hartenstine, Asst. Secretary. PRODUCTS: Antennae Installation including all field work for foundations, erection, painting, lighting, and servicing radio towers. Installing ground systems and coaxial cable.

Harvey Radio Laboratories, Inc.

447 Concord Avenue, Cambridge 38, Mass.
Phone: Trowbridge 2800

President.....Frank Lyman, Jr.
Asst. to Pres.....David T. Ferrier
Clerk of Corp.....Ronald W. Martin
Chief Engineer.....Bernard J. Cosman

Purchasing Agent.....Frank Waterhouse
Comptroller.....Gordon Genthner

PRODUCTS: FM Broadcast Transmitters, Marine Radio Equipment, Police Radio Equipment, Regulated Power Supplies, Electronic Equipment, Communications Equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, New Jersey
Phone: Plainfield 6-0878

Partner-Sales Manager....George K. Haydu
Chief Engineer.....Zoltan Haydu
Purchasing Agent.....E. Sichel

PRODUCTS: Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

Hazeltine Corporation

1775 Broadway, New York 19, N. Y.
Phone: COlumbus 5-0793

Chairman.....Edgar Rickard
President.....Jack Binns
Vice-Pres.-Chief Eng.....W. A. McDonald
Asst. Treas.....Herbert F. Clough

PRODUCTS: Patents and engineering service to manufacturers.

Hewlett-Packard Co.

395 Page Mill Road, Palo Alto, Calif.
Phone: Palo Alto 2-4651

Partner.....David Packard
Partner.....William R. Hewlett
General Manager.....Glenn Zieber
Chief Development Engineer..Bruton Bauer

PRODUCTS: Laboratory instruments.

Hoffman Radio Corp.

3761 S. Hill St., Los Angeles 7, Calif.
Phone: Prospect 3446

Sales Manager.....R. J. McNeely
Director of Engineering.....M. J. Manahan
Chief Engineers.A. E. Bennett, Stanley Cutler
Export Agents.....Exportadora, Inc., Los Angeles, Calif.
Manager, Special Electronics Division.....Elmer P. Gertsch
Comptroller.....C. E. Underwood
Treasurer.....R. A. Yarcho
Purch. Agent.....P. L. Fleming
Sales Prom. Mgr.....Daniel E. Anderson
Service Manager.....F. J. Bauer
Vice-President.....Walter D. Douglas
Asst. Sales Mgr.....D. D. Spence

BRANCH OFFICE: Merchandise Mart, 1355 Market St., San Francisco, Calif., Walter J. Epstein.

PRODUCTS: Radios, table models, consoles, combinations, combinations with recorders.

Howard Radio Co.

1731-35 Belmont Ave., Chicago 13, Ill.
Phone: Diversey 2000

President.....Joseph F. Riley
Vice-President.....J. M. Muniz
Vice-President.....Howard C. Briggs
Chief Engineer.....W. James

PRODUCTS: AM-FM radios and phonograph combinations, television receivers and other electronic products.

Hytron Radio & Electronics Corp.

76 Lafayette St., Salem, Mass.
Phone: Salem 2260

President.....Bruce A. Coffin
Chairman of Board-Treas....Lloyd H. Coffin
Sales Manager.....John Q. Adams
Chief Engineer.....C. F. Stromeyer
Credit Manager.....M. S. Jones
Advertising Manager.....Harry G. Burnett

PRODUCTS: The following vacuum tubes: receiving, ballast, very-high-frequency triodes and pentodes, miniatures, medium and low-power transmitting triodes, R. F. beam tetrodes (particularly instant-heating), R. F. pentodes, gaseous voltage regulators, and rectifiers.

Ideal Fluorescent Products Co.

150 Summit St., Newark, N. J.
Phone: Mi 2-6466

Manager.....Herman K. Kuthe

PRODUCTS: "Ideal" fluorescent starter switches, and electronic tubes.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago, Ill.
Phone: FRAnklin 1114

President & Treas.....A. D. Plamondon, Jr.
Vice-Pres. & Genl. Mgr....Joseph F. Drennan
Secretary.....Albert Kahn
Asst. Secretary.....M. J. Drew

PRODUCTS: Permanent magnets, radar magnet assemblies, alloy castings. 149 Devonshire Court, Rochester, N. Y., Gerald Troy.

Industrial & Commercial Electronics

601 O'Neill Ave., Belmont, Calif.
Phone: Belmont 664

President.....Ralph C. Shermund
Vice-President.....Charles V. Litton
Chief Engineer.....D. Gordon Clifford
Credit Manager.....G. C. Stuparich
Purchasing Agent.....M. M. Fisch

PRODUCTS: Industrial transmitting tubes, vacuum condensers, vacuum relays.

Insuline Corp. of America

3602-10 35th Ave., Long Island City 1, N. Y.
Phone AStoria 8-3738

[illegible].....S. J. Spector

Sales Manager.....Bernard L. Cahn
Vice-President .....M. Sherover
Treasurer.....A. S. Spector
Chief Engineer.....John Donato

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads, Auto Antennas, Auto Radio Noise Suppressors.

International Detrola Corporation

Beard Avenue at Chatfield, Detroit 9, Mich.
Phone: Vinewood 1-8100

V.P. in Chg. Sales.....G. A. Bodem
Sales Mgr. Home Radios...Harley R. Wall
Advertising Manager.....G. E. Rakovan
Dir. of Purchases.....J. E. Ruder
Dir. of Engineering.....R. M. Daugherty
Works Manager.....W. S. Wright
Service Manager.....K. L. Granger

PRODUCTS: Receivers: Electric—Compact, table, portable, console; Battery—Automobile, portable, portable AC-DC, table, console; Combinations—Radio-Phonograph, radio — phonograph — recorder; Frequency Modulation—Table, console, FM-AM table, FM-AM console; record players and automatic record changers.

International Detrola Corporation Utah Radio Products Division

Beard Avenue at Chatfield
Detroit 9, Mich.
Phone: Vinewood 1-8100

V.P. Chg. Sales & Eng'ng..W. Austin Ellmore
Sales Mgr. Wholesale & Sound.....J. Prince
Sales Engineers.....Ed O'Hara, A. M. Stump

PRODUCTS: For radio set manufacturer—Speakers; For jobber replacements—Loud speakers, transformers, chokes, vibrators, wire wound resistors, volume controls, jacks, jack switches, button switches, plugs.

International Detrola Corporation Saswell-Runyan Division Huntington, Indiana

General Manager.....Adolph H. Schenkel
Asst. Secty., Asst. Treas.
& Credit Manager.....R. P. Schmelzer

PRODUCTS: Radio cabinets.

International Resistance Co.

407 N. Broad St., Phila. 8, Pa.
Phone: Walnut 2-2166

President.....Ernest Searing
Vice-Pres., Sales.....Harry Ehle
Vice-Pres., Chief Eng.....Jesse Marsten
Manager, Radio Division.....C. H. Griffith

BRANCH OFFICE: 165 Broadway, Room 1438, New York, N. Y., Phone, COrtland 7-5020, Manager, A. H. Harddick.

PRODUCTS: Fixed and v[illegible]ble resi[illegible]

Isolantite Inc.

343 Cortland St., Belleville 9, N. J.
Phone: Belleville 2-4600

President.....K. D. Hamilton
Vice-President.....P. H. Mouraud
Secty.-Treas. .....A. Heard
Sales Manager.....L. C. Sanford

PRODUCTS: Steatite, heat shock refractories, high frequency radio insulators, coaxial transmission line and accessory equipment, special antenna equipment and radar assemblies.

J. F. D. Manufacturing Co.

4109-4123 Fort Hamilton Parkway,
Brooklyn 19, N. Y.
Phone: WIndsor 8-3100

President.....Julius Finkel
Vice-President .....Albert Finkel
Sales Manager.....Edward Finkel

PRODUCTS "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapter harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks & plugs, phonograph needles, resistance cords, AC service cords, toggle switches, auto condensers, speaker cement, antenna loops, auto antennas, battery plugs, tube shields, radio wire, suppressors, dial belts, dial cord, dial pointers, test lead wire, remote-o-cable-replacer, flashlite cable, casing, auto radios, fittings.

The Jackson Electrical Instrument Co.

16-18 S. Patterson Blvd., Dayton 1, O.
Phone: Hemlock 4076

President-Sales Manager....Paul F. Jackson
Chief Engineer.....George M. Buchard

PRODUCTS: Test equipment.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MANsfield 7161

President.....J. C. Daley
Exec. Vice-Pres.....Alfred E. Tregenza
Vice-Pres. & Secy.....J. M. Bennan
Vice-President.....R. A. Hoagland
V.-P., Engineer.....L. Mauerer
Executive Engineer.....R. J. Horstman
Credit Manager.....Victor E. Lee
Export Manager.....M. J. Schmitt
Director of Purchases....Edward J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: Portsmouth 7600

President.....Thomas A. White
Vice-President.....Hugh S. Knowles
Purchasing Agent.....George H. Turner
Secretary.....A. L. Oliver
Advertising Manager.....Bayard H. Clark
Chief Engineer.....Hugh S. Knowles

BRANCH OFFICE: Box 825, Oakland, Calif. Phil Bechamber, rep.

PRODUCTS: Loudspeakers, reproducers.

Johns-Manville Corp.

22 East 40th St., New York 16, N. Y.
Phone LExington 2-7600

PRODUCTS: Sound-control materials for broadcasting studios.

Kellogg Switchboard & Supply Co.

6650 S. Cicero Ave., Chicago, Ill.
Phone: Portsmouth 6900

President.....J. G. Kellogg
Executive Asst. to President..C. D. Manning
Secretary.....J. H. Kellogg
Treasurer.....H. C. McCluskey

PRODUCTS: Oil and wax condensers, communications equipment, microphones, earphones, noise filters, volume controls, retractable electrical cords (Koiled Kords).

Ken-Rad Tube & Lamp Corp., Inc.

Owensboro, Ky.
Phone: Owensboro 2000

President.....Roy Burlew
Sales Manager.....R. W. Metzner

PRODUCTS: Receiving, transmitting, cathode ray and special purpose tubes.

Kenyon Transformer Co., Inc.

840 Barry St., New York 59, N. Y.
Phone DAyton 9-0100

President.....Franklin P. Kenyon
Vice-President & Chief Engineer
Richard B. Shimer

PRODUCTS: Transformers, Reactors, Filters.

Kerrigan Lewis, Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
Phone: Spaulding 7208

Partner.....Vincent M. Kerrigan
Partner.....Charles F. Lewis

PRODUCTS: Magnet and Litzendraht Wire.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
General Manager.....W. R. MacLeod
Secy. & Treas.....George L. King

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

Kludge Electronics Co.

2125¼ Sunset Blvd., Los Angeles 26, Calif.
Phone: Exposition 1742, Fitzroy 7430

President.....Myron E. Kludge
Vice-President.....Edward C. Bickhart
Chief Engineer.....Paul D. Langrick
Sales Manager.....J. R. Muratta

BRANCH OFFICE: Main Factory: 137 W. Commercial, Pamona, Calif., Myron E. Kludge.

PRODUCTS: Transmitters, tubes, frequency & modulation monitors, magnetic recording & reproducing equipment.

Kuthe Laboratories, Inc.

150 Summit St., Newark 4, N. J.
Phone: MItchell 2-6466

President.....Herman K. Kuthe
Vice-President.....Bernard Hellring
Treasurer.....Hedwig Kuthe

PRODUCTS: Electronic transmitting tubes, rectifiers, voltage regulators, indicators, fluorescent starter switches, specialty—gas filled tubes.

The Langevin Co., Inc.

36 W. 65st St., New York 23, N. Y.
Phone: Endicott 2-7200

President.....Carl C. Langevin
V.-P.—Sales.....H. B. Miller
V.-P.—Manufacturing.....P. F. Kavanagh
V.-P.—Field Engineering.....W. J. Jurek
V.-P.—Development.....W. J. Dallin

BRANCH OFFICES: 1050 Howard St., San Francisco 3, Calif., H. A. Wollenberg, Vice-President. 1000 N. Seward St., Los Angeles 38, Calif., W. T. Brown, Vice-President.

PRODUCTS: Speech input equipment and audio amplifying facilities, rectifiers, transformers.

Lapp Insulator Co., Inc.

Le Roy, N. Y.
Phone Le Roy 385

President.....J. S. Lapp
Vice-President.....W. F. Young
Chief Engineer.....Ralph L. Jenner

PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lear, Inc.

110 Ionia Ave., N. W., Grand Rapids 2, Mich.
Phone: 6-9651

President.....William P. Lear

Vice-President in Chg. Radio.....Elmer R. Crane
V.P. Chg. Electro-Mechanical...R. M. Mock
Mdse. Manager—Home Radio Div.Nate Hast
Sales Manager—Aircraft Radio Div. Hal T. Sagert
Manager—Wire Recording Div. Andy W. Korb
Advertising Co-Ordinator.....H. J. Silbar

PRODUCTS: Radio Division (aircraft & home): automatic aircraft antenna reels, shielded antennae, gyro & directional compasses, control tower equipment, automatic direction finders. Receivers: aircraft, home, beacon, grid marker, portable, phonograph combinations, receiver-transmitters, wire recording combination, ultra high frequency, very high frequency, wire record. Transmitters: aircraft, portable, ultra high frequency, very high frequency. Wire recorders for office, commercial and home use. Trade name, "Learadio."

Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.
Phone WHitehall 4-1424

Contact.....J. F. Neary

BRANCH OFFICES: In all principal cities.
PRODUCTS: Vertical Radiators. Antenna Towers and Masts. Supporting Towers for FM and Television.

Lektra Laboratories, Inc.

30 E. 10th St., New York 3, N. Y.
Phone: Algonquin 4-0230

President.....Milton W. Blatner
Vice-President.....Ben Eisenberg
Purchasing Agent.....A. Severin

PRODUCTS: Electronic Photo Timers, Electronic Industrial Timers, Electro Shock Therapy equipment, Galvanic Generators, Faradic Generators, Sinusoidal Generators, Electrolysis Equipment.

Lewyt Corp.

60 Broadway, Brooklyn 11, N. Y.
Phone: Evergreen 6-9600

President.....Alex M. Lewyt
Works Manager.....Arnold Wolf
Sales Mgr.—Contract Div..Jerome L. Strauss

PRODUCTS: (Manufactured by Radio-Electronic-Television Consumer Division): Radios, table and portable models; radio-phonograph combinations, consoles, FM, AM, television, record players. (Manufactured by Contract Division): Radios and electronic equipment to customer's specifications.

Libbey Glass
Division of Owen-Illinois Glass Co.

Ohio Bldg., Toledo 1, Ohio
Phone: Main 7131

President.....J. Preston Levis
V.P. Gen'l Mgr., Libbey Glass.....John H. Wright
Mgr., Industrial Glassware Sales.....R. W. Rogers
Adv. & Mdse. Mgr.....C. U. Fauster

BRANCH OFFICES: 405 Lexington Ave., New York, N. Y., C. J. Zihlman; 1582 Merchandise Mart, Chicago, Ill., F. W. Levis.

PRODUCTS: Component glass parts for radio and television tubes.

John E. Lingo and Son, Inc.

2814 Buren Ave., Camden, N. J.
Phone Camden 0487

President.....J. E. Lingo
Asst. to President.....Joseph J. Taylor
Chief Engineer.....Wesley Thompson
Production Superintendent..George Burrows

PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Machlett Laboratories, Inc.

Power Tube Division: 25 Grand St.
Norwalk, Conn.
Phone: Norwalk 6-5581
X-Ray Division: 1063 Hope Street
Springdale, Conn.
Phone: Stamford 4-5781

President.....R. R. Machlett
Vice-President in Chg. Sales.....W. E. Stevenson
Treasurer.....J. A. Lambert
General Sales Manager.....H. J. Hoffman

PRODUCTS: High power Radio transmitting tubes, high vacuum & Mercury vapor rectifiers, V.H.F. transmitting tubes for relay application, hydrogen thyratrons, magnetrons, water and forced air-cooled tubes for industrial R.F. heating, electron tubes for diatherm.

The Magnavox Company

2131 Bueter Rd., Fort Wane 4, Indiana
Phone: A-5474

President.....Richard A. O'Connor
Executive Vice-President....Frank Freimann
Factory Manager.....L. E. Quinnell
Chief Electrical Engineer, Radio-Phonograph Division....R. H. Dreisbach
Sales Manager—Components Div. Stanley S. Sondles

PRODUCTS: Receivers: Combinations radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

Majestic Radio & Television Corp.

Elgin, Ill.
Phones:
(Chicago Exchange) EST. 6900
(Elgin Exchange) 8300

President.....Tracey

V.P.-Dir. of Sales.....Parker H. Ericksen
V.P.-Exec. Engr.....E. B. Passow
VP.-Prod. Mgr.....John Stevens

PRODUCTS: Home receivers; table model radios; table model radio-phonographs; radio-phonograph consoles, AM and FM.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: Boonton 8-2131

President.....H. W. Houck
Chief Engineer.....Jerry B. Minter
Chief Research Engineer...John van Beuren

PRODUCTS: Model 58 radio noise & field strength meter, model 62 vacuum tube voltmeter, models 65B, 78 78FM, 80, 84 UHF signal generators, model 71 square wave meter, model 79B pulse generator, megacycle meters, megohm meters, moisture meters, FM & Television test equipment, models M-234, M-235 R. F. attenuators; phase sequence indicators; peak voltmeters; inductance bridges; capacitance bridges.

John Meck Industries, Inc.

Liberty at Pennsylvania Sts., Plymouth, Ind
Phone: Plymouth 33

President.....John S. Meck
Secty. & Controller.....Russell G. Eggo

BRANCH OFFICE: 35 E. Wacker Dr., Chicago, Ill., Phone, And. 3550, B. L. Bethel, Dir. of Purchases.

PRODUCTS: Radios, radio-phonograph combinations, phonographs, transmitters, amplifiers, public address systems and other miscellaneous electronic products.

Meissner Mfgr. Division Maguire Industries, Inc.

Mt. Carmel, Illinois
Phone: 733

Vice-President.....James T. Watson
Sales Manager.....Oden F. Jester
Director of Purchases....William F. Covert
Works Manager.....Fred Lester
Chief Engineer.....E. J. Stanmyre
Jobbing Sales Manager.....R. M. Karet
Asst. Secretary.....Madge A. Hubbard
Division Accountant.....G. W. Osbeck
Service Manager.....W. M. Atkins

PRODUCTS: AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement, radio coils for equipment, radio servicemen's test equipment.

Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.
Phone GRamercy 5-9466

President.....Dr. R. Byrne
Secretary—Ch. Eng.....J. M. Kuhlik, Sc.D.
Treasurer.....H. B. Kuhlik
Advertising Mgr.....A. Altomari
Vice-President.....G. Ruskin
Public Relations.....B. Burns
Electronics Head.....P. Katzoff, E.E.

PRODUCTS: Sound-On Film Recorders, Sound-On Film Reproducers, Telephone Recording Machines, Dictating Recording Machines, Dictating Transcribers, Throat Microphones, Sound Protection Equipment, Continuous Recorders and Transcribers for every occasion, "Talkie" Recorders for 8-16 mm. Motion Pictures.

Mirror Record Corp.

1133 Broadway, New York 10, N. Y.
Phone CH 3-2222

Pres. & Treas.....Paul K. Trautwein

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
Phone: Wabash 8800

President-Treasurer.....Leslie F. Muter
V.P.-Credit Manager.....A. A. Dailey
Sales Mgr.-Vice-President.....Paul J. Pfohl
Chief Engineer.....K. E. Rollefson
Purchasing Agent.....A. R. Campbell

PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spira shields, antenna loops, I. F. and R. F. transformers.

National Carbon Co., Inc.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-6800

President.....A. V. Wilker
Vice-Pres. & Gen. Mgr.....J. M. Spangler
Vice-Presidents.....C. O. Kleinsmith,
H. M. Warren
General Sales Mgr.....R. P. Bergan
Mgr. Battery Eng. Dept.....W. H. Fritz

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 colt receivers.

National Union Radio Corp.

57 State St., Newark 2, N. J.
Phone: HUmboldt 2-5050

President.....S. W. Muldowny
Controller.....E. O. Sandstrom
Dir. of Labor Relations.....A. C. Beeson
Dir. of Distributor Sales.....J. J. Clune
Production Manager.....F. A. Turnquist
Credit Manager.....H. A. Pope
Advertising Manager.....E. J. Maginot

PRODUCTS: Receiving Tubes, Cathode Ray Tubes, Television Tubes, Transmitting Tubes, Ballast Tubes, Phototubes, Condensers, Dry Batteries, Volume Controls, Radio Sets, Vibrators, Panel Lamps.

Oxford Radio Corp.

3911 S. Michigan Ave., Chicago, Ill.
Phone: ATLantic 6161

President.....John A. Proctor
V.P. & General Manager.....Robert Adams
Secretary-Treasurer.....David E. Davis
V.P.-Sales Manager.....Robert Adams
Service Manager.....J. H. Wood
Chief Engineer.....Harold Sappenfield
Chief Inspector.....Stanley O'Gorek
Production Manager.....A. A. Polak

PRODUCTS: Radio speakers, output and line transformers.

Packard-Bell Co.

3443 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Fairfax 2141

President.....Herbert A. Bell
Ex. V.P. & Gen. Mgr.....H. D. Thomas, Jr.
V.P. & Director of Sales.....J. M. Spain
V.P. & Asst. Gen. Mgr.....Lowell Wood
Sales Manager.....F. E. Ware
Advertising Manager.....C. C. Alsup
Purchasing Agent.....A. T. Baxter
Production Manager.....C. Davies
Personnel Director.....A. S. White
Comptroller.....L. R. Day

PRODUCTS: Radios, phonographs, home recording instruments, FM and Television equipment.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEBraska 4-5100

Chairman of the Board.....Larry E. Gubb
Chairman of Exec. Comm..James T. Buckley
President.....John Ballantyne
V.P., Charge of Operations..Wm. Balderston
V.P., Charge of Industrial Relations....Harold W. Butler
V.P., Charge of Merchandising.....James H. Carmine
V.P., Charge of Radio Production.....Joseph H. Gillies
V.P., Charge of Home Radio Division.....Larry F. Hardy
Vice-President.....Russell L. Heberling
V.P., Charge of Storage Battery Division..M. W. Heinritz
V.P., Charge of Service Division.....Robert F. Herr
V.P., Charge of Sales...Thomas A. Kennally
V.P., Charge of Engineering.David B. Smith
Treasurer.....William R. Wilson
Secretary.....Charles F. Steinruck, Jr.
Comptroller.....William B. Yoder
Chief Radio Engr.....Palmer M. Craig
Chief Television Engr.....F. J. Bingley
General Purchasing Agent.....R. A. Boyce

PRODUCTS: Radio receivers, auto radios, radio-phonographs, Television receivers, refrigerators, freezers, air conditioners, storage batteries, dry batteries, radio tubes, replacement parts, export products, electronic equipment, mobile radio-telephones. For the Government: Advanced research in radar and electronics; airborne radar equipment.

Philharmonic Radio Corp.

528 E. 72nd St., New York 21, N. Y.
Phone: Butterfield 8-2300

President-Treasurer.....Z. Soucek
Vice-President—Engineering....V. Brociner
Asst. Secretary-Treasurer.....L. Ertle
Plant Manager.....P. Cassata
Personnel Manager.....I. Juliber
Chairman of Board.....Thomas R. Jones

PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, television sets, airborne radar equipment, radio transmitters, test equipment, synchroscopes, square-wave generators, underwater sound equipment, two-band high sensitivity portable receivers, cathode ray equipment, monitor and control equipment.

Philmore Mfg. Co.

113 University Pl., New York 3, N. Y.
Phone: ALgonquin 4-3363

Manager.....Philip Schwartz
Chief Engineer.....Reginald Burke
Credit Manager.....C. Levine
Export Manager.....M. L. Granat
Purchasing Agent.....Murray Granat

PRODUCTS: Amateur sets, crystal sets, microphones (carbon type), detectors, plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: Stillwell 4-5455

President.....Isidor Goldberg
Executive Vice-President.....E. L. Hall
Secretary.....I. W. Wyckoff
General Prod. Manager.....J. Benjamin
Domestic Sales Manager..Allen D. McGehee
Export Sales Manager.....J. E. Chorlian
Chief Engineer.....Dr. W. Auerbacher
Purchasing Agent.....A. Weissman

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers, non-breakable pilotone vinylite records.

Precision Specialties

210 N. Western Ave., Los Angeles, Calif.
Phone: Hi. 8333

General Manager-Co-owner.....L. Glaser
Sales Manager-Co-owner.....J. Raeburn
Radio Dept. Head.....W. F. Frankart
Chief Purchasing Agent.....C. Gould

Chief Engineer—Plastics.....M. R. Roberts
Comptroller.....P. Gatov
General Sales Manager.....P. Belvin, 3rd
Plant Manager—Plastics.....Mr. Washburn
Plastic Stylist-Engineer.....Lee McMurray

PRODUCTS: Broadcast receivers AC-DC, Phono-combinations, FM-AM consoles, crystal sets, electronic toys, short wave communication equipment, civilian walkie-talkie, radio equipment.

Press Wireless Mfg. Corp.

1475 Broadway, New York 18, N. Y.
Phone: Bryant 9-5030

President.....A. Warren Norton
Vice-President.....F. P. Andrews
Treasurer.....James Humphry, Jr.
Secy. & Gen. Counsel.....James E. Denning
Factory Manager.....M. G. Himmel
Chief Engineer.....L. N. Hatfield
Sales Manager.....Stephen Horbach

BRANCH OFFICE: (Factory) — Hicksville, L. I., Phone, Hks. 988, M. G. Himmel, Factory Manager.

PRODUCTS: Radio Transmitters, Radio Receivers, Transmitting Keyers, Radio Facsimile, Radio Amplifiers, Radio Transceivers, Radio Recorders, Frequency Shift Converters, Radio Photo Transceivers Facsimile High Speed Ink Tape Recorders and Optical Tape Scanners.

Presto Recording Corp.

242 W. 55th St., New York 19, N. Y.
Phone: CIrcle 5-7760

President.....George J. Saliba
Secretary.....Morris M. Gruber
Treasurer.....A. Benjamin
Comptroller.....Ruth B. Sholes
Sales Manager.....Thomas B. Aldrich

BRANCH OFFICES: 13000 Mackenzie Ave., Detroit, Mich., Phone, University 1-0180, Art Adams, Manager. 139 S. Fairview Ave., Upper Darby, Pa., Phone, Sunset 2383R, Malcolm A. Peckham, Manager. 350 Lake St., Boston, Mass., Phone, Belmont 4510, H. M. Lane, Manager. 309 Reliance Bldg., Kansas City, Mo., Phone, Victor 4631, C. E. Terry, Manager. 139 N. Central Ave., Clayton, Mo., Lee Maynard, Manager. 1836 Euclid Ave., Cleveland, Ohio, Phone, Main 1565, E. P. Scott, Manager. 600 S. Michigan Ave., Chicago, Ill., Phone, Harrison 4240, Leroy W. Beier, Manager. Washington, D. C. (Silver Spring, Md.), Phone, Shepherd 4003, Morris F. Taylor, Manager. 7422 Melrose Ave., Los Angeles, Calif., Phone, Whitney 1147, Norman B. Neeley, Manager. 104 Battery St., Seattle, Wash., Phone, Sen. 2560, L. D. Marsh, Manager. P. O. Box 1805, Dallas, Texas, Phone, Tennison 3-7093, J. Earl Smith, Manager. Dominion Square Bldg., Montreal, Quebec, Phone, Marquette 6368, W. P. Downs, Manager. 4253 Quitman St., Denver, Colo., Phone, Grand 1768, Richard A. Hyde, Manager. 25 Warren St., New York, N. Y. (Export), Phone, Barclay 7-5513, Norman Simons, Manager. 940 Lake Elbert Drive, Winter Haven, Fla., Phone, 22-684, R. H. Van Dusen, Manager. Ellicott Square Bldg., Buffalo, N. Y., Phone, Washington 2517, R. W. Mitscher, Manager. 3535 Dell Trail, Chattanooga, Tenn., Phone, 4-4026, Jesse P. Johnson, Manager. 1105 Kapiolani Blvd., Honolulu, Hawaii, Phone, 3966, Tommy Kearns, Manager.

PRODUCTS: Sound recording equipment, discs, needles, transcription turntables, recording amplifiers and accessory recording equipment.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.
Phone: Camden 7300

President.....Stanley S. Cramer
Vice-President.....Russell E. Cramer
Vice-President.....Russell E. Cramer, Jr.
Sales Manager.....William J. May
Factory Manager.....Charles F. Molzen
Treasurer.....William W. Paul
Purchasing Agent.....James W. Willard

PRODUCTS: Variable air condensers and mechanical push-button controls.

Radio Corp. of America (RCA Victor Division)

Front & Cooper Streets
Camden, New Jersey
Phone Camden 8000

Exec.-Vice-Pres., Charge of Division
Frank M. Folsom
Operating V. P.—
RCA Victor Div.....J. G. Wilson
V. P.—General Attorney....J. H. McConnell
Dir. of Purchasing.....V. dePaul Goubeau
V. P.—Charge Engr. Dept.....D. F. Schmit
Pres.—RCA Service Co.....E. C. Cahill
V. P.—Charge Home
Instrument Dept.....J. B. Elliott
Chief Engineer—Home
Instrument Dept.....D. D. Cole
Sales Manager—Home
Instrument Dept.....H. G. Baker
V. P.—Charge Record Dept....J. W. Murray
Chief Engr.—Record Dept....H. I. Reiskind
V P., Actg. Gen. Sales Mgr.—
Charge Tube Dept.....L. W. Teegarden
Chief Engr.—Tube Dept.....Dr. G. R. Shaw
V. P.—Chg. Engr.
Products Dept.....W. W. Watts
Chief Engr.—Engr.
Products Dept.....M. C. Batsel

Sales Mgr.—Engr.
Products Dept.....T. A. Smith

DIVISION PLANTS: Main Offices: Camden, N. J.; Harrison, N. J.; Lancaster, Pa.; Indianapolis, Ind.; Bloomington, Ind.; Monticello, Ind.; Pulaski, Va.; Chicago, Ill.; Detroit, Mich.; Hollywood, Calif.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenckert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Theatre Sound Equipment, 16mm Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government, Television Receivers, Transmitters, and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-Phonographs.

Radio Development & Research Corp.

26 Cornelison Ave., Jersey City 4, N. J.
Phone: Bergen 3-6900 Rector 2-2337

President.....S. Irving Weiss
Asst. to President.....C. A. Porter
Sales Manager.....C. A. Porter
Purchasing Agent.....Kenneth Maltbie
Chief Engineer.....Robert Dorr
Plant Superintendent.....A. H. Baus
Service Manager.....Richard Simms

PRODUCTS: Home receivers, two-way plane communications, magnetic steel tape recorders, public address systems, ship-to-shore communications. Trade names Magictone, Chronovox.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City 1, N. Y.
Phone: AStoria 8-1010

President.....Charles M. Srebroff
Vice-Pres.....Frank A. Gunther
Secretary.....Marion Wade
Chief Engineer.....Malbon H. Jennings
Plant Manager.....Henry Dietz
Sales Manager.....Joseph Behr
Director of Purchases.....Marion Wade
Director of Research.....James R. Day

PRODUCTS: Broadcast transmitters, FM and AM, 250 watts to 50 kw; Antennas—FM, speech input equipment, Frequency Modulation monitors, FM receivers, FM studio to transmitter link equipment, portable transmitters for remote pick up service, mobile two-way FM transmitters.

Raytheon Manufacturing Co.

Waltham 54, Mass.

President.....Laurence K. Marshall
Vice-Pres.-Treas.....David T. Schultz
Secretary.....D. L. Trouant
Vice-President.....Joseph Pierson
Vice-President.....Ray C. Ellis
Gen. Sales Dept. Mgr. John H. Fenstermacher

BRANCH OFFICES: Offices in New York, N. Y.; Chicago, Ill.; Los Angeles, Calif.; Waltham, Mass.; Newton, Mass. Plants Located in Newton, Mass.; Waltham, Mass.; Chicago, Ill.

PRODUCTS: Electronic components, equipments, systems.

Scophony Corp. of America

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5960

President.....Arthur Levey
Vice-President.....Joseph E. Swan
Treasurer.....Franklin Field
Director of Research...Dr. A. H. Rosenthal

BRANCH OFFICES: 40 Gloucester Sq. W., London, Eng. Sir M. B. Carter, Chairman. Wells, Somerset, England, W. G. Elcock, Managing Director.

PRODUCTS: Television projectors, electronic devices.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Illinois
Phone: University 2400

President.....E. Alschular
Vice-President.....O. F. Taylor
Production Manager.....I. Jacobsen

PRODUCTS: Radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations.

Sheridan Electronics Corp.

2850 South Michigan Ave., Chicago 16, Ill.
Phone: Calumet 2100

President.....John J. Sheridan
Vice-President.....Arthur Sheridan
Secretary.....L. Schlifkin
Comptroller.....Lucille Daniels

Plant Supt.....F. Lorentz
Purchasing Agent.....J. H. Stackhouse

PRODUCTS: Radio Receivers AC/DC, Table Models, Consoles AM/FM, Phonographs AC, Amplifiers.

Sonora Radio & Television Corp.

77 W. Washington St., Chicago 2, Ill.
Phone: Cen. 3614

V. P.—Charge Sales.....Edward Harris
V. P.—Charge Finances.....Ray Shadley
Executive Vice-President.....Ben Freund
V. P.—Charge Engineering...Don Fetterman
Advertising Mgr.....Herbert S. Hall
Recording Director.....Marie Ruebens

BRANCH OFFICES: Reko-Plastik Div., Meridan, Conn., W. R. Dodds, Sr.; Sonora Radio & Tel. Corp., 730 Fifth Ave., New York 19, N. Y., Phone, CIrcle 7-5492, Milton J. Benjamin; Sterling Wood Working Div., Chicago, Ill., Walter Roberts.

PRODUCTS: Radios, radio-phonographs, portables, AM-FM combinations, television receivers, phonograph records, Sterling cedar chests.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago 14, Ill.
Phone: Lakeview 6000

President.....J. S. Knowlson
Exec. Vice-President.....F. A. Hiter
Mgr. Radio Department.....F. D. Masters
Asst. Mgr. Radio Dept.....J. R. Brandenburg
Mgr. Radio Service.....N. J. Cooper
Mgr. Radio Adv.....L. B. Pambrun
Field Representatives.....E. L. Ebran, K. B. Doan, G. W. Oehlsen, Frank Helderle, M. O. Beckham, E. R. Rutledge

PRODUCTS: Radios: AM-FM, Console, Table, Console Combinations, Table Combinations, Portable. Television: AM-FM, Console.

Stromberg-Carlson Co.

100 Carlson Road, Rochester 3, N. Y.
Phone: Culver 260

Chairman of Board.....Wesley M. Angle
President.....Ray H. Manson
Vice-President-General Mgr.....Lee CcCanne
Vice-President—Finance.....Gordon G. Hoit
Vice-President—.....Sales..Lloyd L. Spencer
Vice-President—Engineering and Research.....Frederic C. Young
Secretary.....Edwin C. Roworth
Treasurer.....Wilbur W. Hetzel
Controller.....J. Lester Gasser

BRANCH OFFICES: 564 W. Adams St., Chicago 6, Ill., Phone, State 4234; 2017 Grand Ave., Kansas City 8, Mo., Phone, Harrison 6618; 1355 Market St., San Francisco 3, Calif., Phone, Underhill 5388; 211-219 Geary Ave., Toronto, Ont., Canada, Phone, Melrose 2453, Ralph A. Hackbusch, Vice-President-Managing Director; 2152 W. Washington Blvd., Los Angeles 7, Calif., Phone, Rochester 2168.

PRODUCTS: Communications equipment, including radio, television, telephone, sound equipment and wire recording equipment.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York, N. Y.
Phone: CHickering 4-4470

President.....W. E. Poor
Executive Vice-President, Sales.....D. G. Mitchell
Director of Engineering.....E. Finley Carter
General Sales Manager, Radio Tube Sales C. W. Shaw
D. R. Adv. S. P.....Heny C. L. Johnson
Director Public Relations....Paul S. Ellison

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Teletone Radio Co.

609 W. 51st St., New York 19, N. Y.
Phone: Circle 6-7590

President.....S. W. Gross
V. P., Dir. Sales & Adv.....John S. Mills
Chief Engineer.....B. Singer

PRODUCTS: Table model radios, table model radio-phono combinations.

Television Associates, Inc.

190 N. State St., Chicago 1, Ill.
Phone: Andover 3294

President.....C. Collette
Vice-President.....Judge C. Woolridge
Secretary-Treasurer.....E. C. Upton

PRODUCTS: Manufacturers and distributors of Bill Eddy gadgets for television, including Tele-Lites, Kaleidoscopes, Special Effects, etc.

Telicon Corp.

851 Madison Ave., New York 21, N. Y.
Phone: Butterfield 8-1900

President.....Solomon Sagall
Vice-President.....Samuel Surrey
Vice-Pres.-Secretary.....Colin Ives
Vice-President.....W. R. Rich
Chief Engineer.....Richard Shottenfeld
Production Manager.....Martin Auerbach
Purchasing Agent.....I. Hecht

PRODUCTS: AM & FM broadcast receivers, television receivers, intra-video systems, television receiving antenna, quartz crystals.

Templetone Radio Mfg. Corp.

Templeton Bldg., New London, Conn.
Phone: New London 5346

President.....Oscar Dane
Vice-President—Manufacturing.....Eli Dane

Vice-Pres., Charge of Engineering.....Dr. Dale Pollack
Purchasing Agent.....M. A. Gardner
Director Distribution.....S. A. Kelsey

PRODUCTS: Radios and electronic test equipment, receivers, television receivers, record players, combinations.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
Phone: CIrcle 6-4255

President .....Hamilton Hoge
Vice-President .....John Hoge

PRODUCTS: AM & FM radios, television receivers, television test equipment and component parts, television transmitting equipment.

Universal Microphone Co.

424 Warren Lane, Inglewood, Calif.
Phone: ORegon 8248

General Manager.....James L. Fouch
Purchasing Agent..... "Rick" Ricksecker

BRANCH OFFICES: Gerber Sales Company, 94 Portland St., Boston, Mass.; Howard F. Smith, 259 W. 14th St., New York 11, N. Y.; Stanley Wallace, Lutz (Tampa), Fla.; E. C. Edwards Sales Agency, 504 Erie Bldg., Cleveland, O.; L. G. Cushing Sales Company, 210 E. Ohio, Chicago, Ill.; Don R. Lewis, Box 512, Salt Lake City, Utah; Jas. J. Backer, 2321 Second Ave., Seattle, Wash.; R. W. Farris Company, 406 W. 34th St., Kansas City, Mo.; Mil Klicpera, Box 3113, Houston, Tex.; Robert Milsk, 642 Beaubien Ave., Kerr Bldg., Detroit, Mich.; Al Leban, 5716 Nassau Road, Philadelphia, Pa.; Bursell & Chermak, 2233 University Ave., St. Paul, Minn.; Sig Cohn, 282 W. Santa Barbara, Suite 208, Los Angeles, Calif.

Foreign Division: 301 Clay St., San Francisco 11, Calif.

Canadian Division: 560 King St., W., Toronto 1, Canada.

Western Electric Co., Inc.

(Radio Division)
120 Broadway, New York 5, N. Y.
Phone COrtland 7-7700

Vice-Pres.-Mgr.....F. R. Lack
Manager—Distributor Sales....S. P. Taylor

PRODUCTS: FM and AM transmitters, antennas and antenna accessories, phase monitors and antenna phasing equipment, speech input equipment for FM and AM, speech input amplifiers and accessories, sound distribution systems and components, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, electron tubes, relays, keys, jacks, and mountings, sound and vibration measuring equipment, aviation, marine, police radio transmitters and receivers, vehicular equipment, single sideband and point-to-point radiotelephone equipment, carrier telephone and train dispatching equipment, telephone apparatus, cable and wire, thermistors, varistors and resistors, crystals, fastax cameras, field engineering services.

Westinghouse Electric Corp.

Industrial Electronics Division
2519 Wilkens Ave., Baltimore 3, Maryland
Phone: Edmondson 2300
Home Radio Division
Front Street and Susquehanna Ave., Sunbury, Pa.
Phone: Sunbury 2520
Lamp Division
MacArthur Ave., Bloomfield, N. J.
Phone: Bloomfield 2-2200

President.....Gwilym A. Price
Vice-President .....Walter Evans
Asst. to Vice-President.....Walter E. Benoit
Mgr., Industrial Electronics Div.....C. J. Burnside
Sales Mgr., Ind. Elect. Div.....C. W. Miller
Engr. Mgr., Ind. Elect. Div....R. N. Harmon
Purchasing Agent, Ind. Elect. Div. .....David M. Nelson
Manager, Home Radio Division.H. B. Donley
Asst. Mgr., Home Radio Div..H. W. Schaefer
Purchasing Agent, Home Radio Div.....C. W. Lutz
Vice-President, Lamp Div.....R. C. Stuart
Sales Mgr., Electronic Tubes.....A. Frankel
Engr. Mgr., Electronic Tubes..D. D. Knowles
Purchasing Agent, Lamp Div.....Frederick C. Esser

BRANCH OFFICES: In all principal cities.

PRODUCTS: Commercial broadcast transmitters, radio receivers, all types of radio transmitters and receiver equipment for military and industrial purposes, and radio tubes.

Zenith Radio Corp.

6001 Dickens Ave., Chicago 10, Ill.
Phone: Berkshire 7500

President-General Mgr..E. F. McDonald, Jr.
Exec. V. P.-Treasurer.....Hugh Robertson
V. P. Chg. Engineering.....G. E. Gustafson
V. P. Dir. of Sales.....H. C. Bonfig
Sales Mgr. Auto Radio.....Walter Dyer
Chief Engr., Asst. V. P.....J. E. Brown
Dir. Public Relations.....Ted Leitzell
Director Advertising.....E. R. Taylor
Sales Manager Export.....E. E. Loucks
Sales Mgr. Hearing Aids.....B. J. Ferwig

BRANCH OFFICES: All principal cities.

PRODUCTS: Household radio receivers; radio-phonograph combinations; FM radio receivers; radionic hearing aids; automobile radio receivers.



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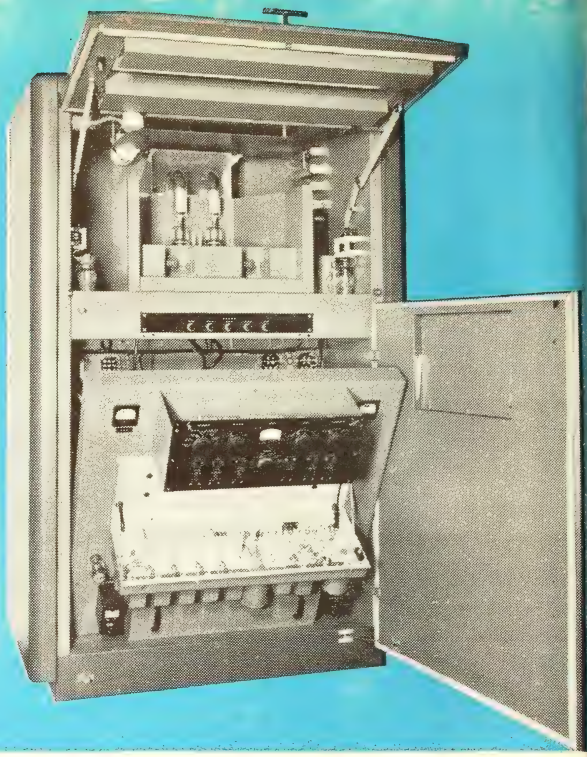
TRANS-LUX
News-Sign Corporation

1270 Avenue of the Americas "Flashcast" Department
NEW YORK 20, N. Y. PHONE CIRCLE 7-4970

PICTURE IN BACKGROUND SHOWS CROWD OF 40,000 PEOPLE AT HOLLYWOOD AND VINE STREETS, LOS ANGELES, CAL., WATCHING WARNER BROS. STATION KFWB "FLASHCAST" SIGN FLASHING ITS FIRST NEWS MESSAGE ON AUG. 6, 1946.

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Collins Type 731A
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11 West 42nd St., New York 18, N. Y.

458 South Spring St., Los Angeles 13, California

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RCA BUILDING, RADIO CITY, NEW YORK 20, N. Y.